

# **A PROPOSAL TO PROVIDE STATEWIDE RESEARCH AND SURVEY SERVICES**

Solicitation #SCC060001 – A1

## **SUBMITTAL CATEGORIES**

- 3.1 General Research (All)
- 3.4 Research Types (All)

September 30, 2005

Submitted To:

Ms. Martha Lynch  
Chief Procurement Officer  
Strategic Contracting Center  
Arizona Department of Commerce

Submitted By:

Behavior Research Center, Inc.  
1101 North First Street  
Phoenix, Arizona 85004  
(602) 258-4554



September 30, 2005

Ms. Martha Lynch  
Chief Procurement Officer  
Arizona Department of Commerce  
1700 W. Washington Street, Suite B-32  
Phoenix, Arizona 85007

Dear Ms. Lynch:

The Behavior Research Center, Inc. (BRC) is pleased to submit this **Proposal to Provide Statewide Research and Survey Services (Sol. #SCC060001 – A1)**. Our proposal is based on significant prior experience on similar projects, data provided in your Request for Proposal and the pre-proposal meeting. The specific categories BRC is submitting for are 3.1 General Research (All) and 3.4 Research Types (All).

Our interest in undertaking this research is particularly keen because of our 40-year history of monitoring the attitudes and opinions of Arizona residents for a wide variety of state agencies, counties and municipalities such as those noted below. Because of this history we are familiar with the nature and scope of the state's needs and will be able to proceed directly into any required project without having to go through the learning process normally encountered with outside consultants.

STATE AGENCIES

Arizona Department of Transportation  
Arizona Corporation Commission  
Arizona Department of Commerce  
Arizona Department of Education  
Arizona Department of Environmental Quality  
Arizona Department of Health Services  
Arizona Game & Fish Department  
Arizona Health Care Cost Containment System  
Arizona Justice Planning Agency  
Arizona Lottery  
Arizona Office of Tourism  
Arizona Outdoor Recreation Coordinating Committee  
Arizona State Retirement System  
Arizona Auditor General's Office  
Arizona Attorney General's Office  
Arizona State Compensation Fund

ARIZONA COUNTIES/ASSOCIATIONS

Maricopa County  
Pima County  
Maricopa Association of Governments  
Pima Association of Governments

MUNICIPALITIES

City of Phoenix  
City of Tucson  
City of Scottsdale  
City of Chandler  
City of Surprise  
City of Peoria  
City of Tempe  
City of Flagstaff  
City of Sun City  
City of Marana  
City of Mesa  
City of Florence  
City of Casa Grande  
City of Prescott  
City of Glendale  
City of Nogales  
City of Goodyear  
City of Avondale  
City of Bullhead  
City of Sedona  
City of Yuma

It is our intent to perform any research under this contract in partnership with the responsible Agency. In this way, the Agency will be assured of having input into the study process throughout the course of any project.

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The Behavior Research Center is highly qualified to successfully meet the state's research needs because of our long history of providing clients from a broad spectrum of fields with innovative problem-solving research which results in "actionable planning information." Further, BRC's expertise in opinion research does not lie in any one area, but covers all phases of the research process from design to execution to analysis. This broad expertise will be critical in the successful completion of any project conducted under this project.

We hope you find our proposal responsive to your needs and look forward to being of continued service to the state of Arizona.

Sincerely,

Bruce R. Hernandez  
Senior Vice President

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## EXPERIENCE/EXPERTISE/RELIABILITY

### GENERAL BACKGROUND

The Behavior Research Center, Inc. is an independent Phoenix-based firm providing marketing and management research and counsel to both public and private sector clients since 1965. The company specializes in research in public opinion, public policy, transportation and consumer behavior, and designs and conducts projects on a local, regional and national scale, as well as throughout the Spanish-speaking Americas.

The Center has comprehensive facilities and a full range of design, data collection and analysis techniques (drawn from social science and marketing) to meet each client's informational needs. Behavior Research Center enjoys a reputation for excellence in innovative problem-solving designs, and accurately monitoring and predicting consumer behavior.

Although much of Behavior Research Center's public visibility arises from our award-winning Rocky Mountain Poll, the company is mainly involved in developing policy and consumer research to identify and solve marketing problems of diversified clients.

Behavior Research Center is able to provide its clients with a full array of comprehensive, quality services including the following:

- Face-to-face interviewing, in-house, intercepts
- Telephone interviewing
- Focus groups/Concept tests
- Executive interviewing
- Mail surveys
- Interactive electronic data collection (MACH-III)
- E-mail surveys
- Hispanic studies
- Women's health care

In addition to offering the full spectrum of basic research services, BRC also offers clients a selection of unique services.

#### Hispanic Consumer Studies

Behavior Research Center is the leading firm in the Southwest in reaching the Hispanic market. Our extensive experience with custom Hispanic research projects has resulted in the development of a bilingual interviewing and coding staff to assure sensitive and accurate data collection and manipulation to supplement the expertise of our analytical staff.

In 1989, the Center inaugurated **HispanicTRACK™ Arizona**, the state's first regular study offering syndicated and proprietary research opportunities among the state's burgeoning Hispanic population. Since then, BRC has expanded the number of its bilingual interviewers to 25 and now conducts more than 50 studies per year across the country focusing on this dynamic market and its many segments.

#### Special Methodologies

MACH-3: Exciting developments in technology permit the Center to offer clients economical access to the latest in "real-time" interactive video/computer research techniques, the MACH-3 Opinion Measurement System. MACH-3 is completely portable and features easy-to-use responders, instant response calculation and display, as well as real-time, second-by-second audience response to print, spoken or video materials. MACH-3 also offers complete respondent confidentiality, making it especially applicable to employee studies, balloting, or consensus building.

### E-Mail Surveys: Affinity Groups

The growing rate of Internet connectivity has made e-mail a fast, effective and efficient methodology for collecting valid data from members of affinity groups such as business, professional and education associations, employee and retiree groups, and similar organizations. BRC has pioneered e-mail research for affinity groups, and has been selected by the American Chamber of Commerce Executives, a national association of chamber staff professionals, to conduct a series of quarterly attitude polls among its members. These studies, as well as an annual member satisfaction survey, will all be conducted via e-mail.

### **FACILITIES/EQUIPMENT AVAILABLE**

#### Location

1101 N. First Street  
Phoenix, Arizona 85004  
10,200 square feet

The Behavior Research Center maintains a modern computer network to tie operations and production together in an up-to-date information technology environment. The center maintains over 100 work stations in our Computer Assisted Telephone Interviewing (CATI) and administration areas. To ensure maximum client compatibility, BRC uses the most common office suites offered by Corel and Microsoft.

Data collection utilizes ACS-Query version XM 1.1 and WinQuery 3.0. These programs offer a bridge from the past to the future and allow us to partner with any other research company which uses ACS Query. This environment ensures that BRC can meet the tightest of deadlines.

For online surveys, BRC uses Survey Solutions for the Web software, which enables us to offer to deliver powerful research capabilities for professional level survey projects featuring advanced survey functionality, multiple deployment options and advanced reporting. BRC programs and maintains its own website surveys.

Data processing accuracy relies on top-shelf software packages. To this end, BRC uses WinCross, a statistical package designed from the bottom up by ACS to use with its ACS-Query CATI software, providing for a seamless transition from data collection to data processing.

BRC also utilizes SPSS, probably the best known and most widely used statistical package in the industry. WinQuery 3.0 provides an integrated software module to export directly from CATI to SPSS, saving time and money while improving accuracy.

Reports can be delivered electronically in Corel WordPerfect, Microsoft Word, or portable document format (pdf) as well as hard copy. These most common electronic packages give clients multiple options for report distribution.

### **CONCEPT OF ORGANIZATION**

The research to be conducted under this contract possesses unique characteristics. We wish to review what we consider to be the special requirements of this engagement and then illustrate the capability of the BRC Study Team to respond to those specific requirements.

- **Acceptance:** Studies conducted under this contract may generate widespread interest among a variety of constituencies. Those affected by the results must have confidence that the results

are impartial, equitable, and technically correct. BRC has extensive experience on projects such as this one and enjoys a reputation for professionalism which will enhance acceptance of this study.

- **Sensitivity:** The research will require conducting individual interviews with representative samples of Arizona residents. Because of the possible sensitivity of assessments of this nature, it is strongly desirable for persons completing the interviews to be comfortable, candid, and confident that the information is being properly interpreted. The members of the BRC Study Team have many years of successful experience in gathering personal data in a variety of sensitive situations.
- **Timing:** The research will need to be completed in a timely fashion. This requirement dictates the immediate coordinated application of several professional skills. All of these skills are available from the BRC Study Team, which will enable us to execute selected tasks simultaneously and meet scheduled delivery dates.
- **Continuity:** Following any engagement, the state may require the consultation of representatives of BRC. Since BRC is a local, 40-year old firm, we will be able to respond on a quick and timely basis to all requirements.

#### **STAFFING PLAN**

We believe that project management considerations should be as important as the technical competency of the consulting firm which is hired for this engagement. The ability to meet time commitments and provide realistic recommendations are common results of good project control. The scope, sensitivity and timing requirements of this engagement necessitate proven project management techniques. The more salient features of the proposed organization structure as are follows:

- **Project Director**

The BRC Study Team will designate Mr. Bruce Hernandez as Project Director for these projects, and as such he will be directly responsible for general administration of the program.

- **Project Associates**

Working with Mr. Hernandez on these projects will be BRC's Research Director, Earl de Berge and President, Jim Haynes. Mr. de Berge and Mr. Haynes have extensive background in projects of this nature and will provide valuable input on the overall project design and analysis.

Behavior Research Center has assembled a Study Team possessing exceptional technical skills and with experience in all phases of survey research. These team members, under the direction of the Project Director, will provide the necessary skills, experience and time to translate the approach into valuable study documents. All of the members of the BRC Study Team have been managers of, or have participated in, similar successful consulting engagements for governmental agencies and private sector clients.



## RESUMES OF KEY PROJECT PERSONNEL

### Bruce R. Hernandez

Senior Vice President  
of Quantitative Research  
Senior Project Director

## GENERAL

Bruce Hernandez serves as Behavior Research Center's Senior Vice President of Quantitative Research and Senior Project Director on the Center's research projects for government agencies and in the areas of behavioral health, transportation, public policy, recreation and facility/audience development.

Mr. Hernandez has played a key role in developing and managing the Center's quantitative research arm. The unique methodologies he has developed to solve difficult research problems have earned the Center a national reputation for accuracy and precision at all levels of study completion. His expertise in sampling has been especially important in the successful completion of major multi-phase longitudinal studies.

A principal in Behavior Research Center, Mr. Hernandez has over 30 years research experience and is widely respected for his skill in study design, implementation and analysis, and is often called on to lecture on research methodologies and to serve as an expert witness in sensitive litigation cases, especially with regard to sampling theory and sample design.

## RESPONSIBILITIES

Senior Project Director

## EDUCATION

BA, Marketing, Arizona State University, Tempe, AZ  
Advanced Studies in Social and Economic Statistics



## ACTIVITIES AND AFFILIATIONS

Bureau of the Census Subcommittee on Population Characteristics  
Valley Forward Urban Concepts Committee  
Vice Chairman of the Board, Community Advisory Board, PBS Station KAET-Channel 8  
Board of Directors, Arizona State University, Alumni Association  
Advisor to Arizona Supreme Court Committee on Judicial Performance Review  
American Statistical Society  
American Marketing Association

## RECENT PROJECT EXPERIENCE

Listed on the following pages is a partial listing of recent projects on which Mr. Hernandez has served as Project Director. In this capacity, he was responsible for all project tasks from design through analysis.

**Substance Abuse Treatment Needs Assessment Study**, Arizona Department of Health Services. Methodology = Telephone; Sample size = 8,500; Universe = State of Arizona.

**Maricopa County Employee Survey**, Maricopa County, Arizona. Methodology = Mail; Sample size = 14,000; Universe = County employees.

**Employee Drug Testing Survey**, Anheuser-Busch Company. Methodology = Telephone; Sample size = 1,250; Universe = United States.

**Litchfield Park Litigation Research**, Lewis and Roca, LLP. Methodology = Telephone; Sample size = 300; Universe = Full-time residents.

**Responsive Management Trend Survey**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 1,500 residents; Universe = State of Arizona.

**Salt River Pima-Maricopa Indian Community Gaming Study** (Economic Impact), Showboat Development Company. Methodology = Telephone/Secondary research; Sample size = 700 residents/500 tourists; Universe = USA.

**Season Ticket Purchasing Survey**, Phoenix Cardinals. Methodology = Telephone; Sample size = 1,250; Universe = Season ticket holders/single game ticket buyer/non-attending NFL fans.

**Arizona Science Center Awareness Survey**, Arizona Science Center. Methodology = Telephone; Sample size = 700; Universe = Arizona residents.

**Employee Ethics Survey**, Lockheed Martin. Methodology = Optical Scan Mail; Sample size - 185,000; Universe = Lockheed Martin employees.

**Treatment Outcomes & Performance Pilot Studies (TOPPS)**, Arizona Department of Health Services. Methodology = Personal/Telephone; Sample size = 3,600; Universe = Arizona residents in drug treatment programs.

**Cochise County Gasoline Study**, Office of the Arizona Attorney General. Methodology = Telephone; Sample size = 1,200; Universe = Cochise County, Arizona drivers.

**Goodyear License Plate Audit**, City of Goodyear, Arizona. Methodology = Observations; Sample size = 5,000; Universe = 16 retail sites in Goodyear.

**A+ Program Parent Satisfaction Survey**, Arizona Department of Education. Methodology = Telephone; Sample size = 8,387; Universe = Parents with children in grades K-12.

**Columbus, Ohio Downtown Employee/Resident Survey**, Danter Company. Methodology = Telephone; Sample size = 400; Universe = Downtown Columbus employees and residents.

**Community Needs Assessment Survey**, Pima County Community College. Methodology = Telephone; Sample size = 500 residents; Universe = Pima County, AZ.

**Annual School Effectiveness Survey**, Glendale Union High School District. Methodology = Telephone; Sample size = 1,575; Universe = Parents of district students.

**Arizona Substance Abuse Needs Assessment Study -- Medicaid Population Study**, Arizona Department of Health Services. Methodology = Telephone and In Person; Sample size = 3,101; Universe = AHCCCS members

**Arizona Watercraft Study**, Arizona Department of Transportation. Methodology = Telephone/Mail; Sample size = 6,000; Universe = Arizona/California/Nevada registered boat owners and concessionaires.

**Cellular Telephone Subscriber Survey**, Metro Mobile CTS. Methodology = Telephone; Sample size = 750; Universe = United States.

**University of Arizona Branding Survey**, University of Arizona. Methodology = Telephone; Sample size = 1,190; Universe = Arizona residents, community leaders, University donors, legislators.

**Telework America Survey 2000**, JALA International, Inc. Methodology = Telephone; Sample size = 1,877; Universe = Employed US residents 18 or older.

**MAG Major Generator Survey**, Barton-Aschman Associates. Methodology = Intercept; Sample size = 4,000; Universe = Arizona State University/Sky Harbor International Airport.

**Motorola Employee Survey**, Motorola SPS. Methodology = Optical Scan Mail; Sample size = 6,000; Universe = Motorola employees.

**Bashas' Quarterly Awareness Survey**, Bashas' Supermarkets, Inc. Methodology = Telephone; Sample size = 600; Universe = Metro Phoenix.

**Florida Supervisorial District Election Survey**, Leisure Technology. Methodology = Telephone; Sample size = 600; Universe = Florida voters.

**LCMS School Feasibility Surveys**, Lutheran Church Missouri Synod. 110+ surveys nationwide to determine the feasibility of opening: 1) child development centers; 2) elementary schools, and; 3) high schools. Methodology = Telephone (English/ Spanish/Chinese/Vietnamese); Sample sizes = 150 to 300; Universe = Parents with children in targeted age groups.

**Surprise Parks and Recreation Survey**, City of Surprise, Arizona. Methodology = Telephone; Sample size = 400; Universe = Surprise, Arizona.

**Indy Car Race Attender Surveys**, Indy Racing League. Methodology = Intercept/ Telephone; Sample = 5,000; Universe = Race attenders at: (1) Indy 200 at Walt Disney World, (2) Phoenix 200, (3) Indianapolis 500, (4) New England 200, and (5) Las Vegas 200.

**Pima County Override Election Survey**, Pima Community College. Methodology = Telephone; Sample size = 600; Universe = Registered voters.

**Internal Services Customer Satisfaction Survey**, City of Phoenix. Methodology = Telephone; Sample size = 400; Universe = City employees.

**City of Glendale Image Survey**, City of Glendale. Methodology = Telephone; Sample size = 800 in two waves of 400; Universe = Metro Phoenix.

**Chicago Ad Campaign Tracking Survey**, Arizona Office of Tourism. Methodology = Telephone; Sample size = 1,250 in two waves of 625; Universe = High income Chicago residents.

**Maricopa County Transportation Plan Baseline Survey**, Maricopa Association of Governments. Methodology = Telephone; Sample size = 1,000; Universe = Registered voters.

**Phoenix Open Space Research**, City of Phoenix. Methodology = Telephone and Intercept; Sample sizes = 600 telephone, 4,490 intercept; Universe = City residents and preserve visitors.

**Quarterly Solid Waste Customer Satisfaction Survey**, City of Phoenix. Methodology = Telephone; Sample size = 1,200 per quarter; Universe = Solid waste customers.

**Corporate Image Survey**, General Dynamics. City of Phoenix. Methodology = Telephone; Sample size = 750; Universe = Metro Phoenix residents.

**Arizona Alternative Compliance and Testing Study (AZACTS) Motorist Attitude and Behavior Survey**, Arizona Department of Environmental Quality/Eastern Research Group. Methodology = Telephone; Sample size = 800; Universe = Drivers in metro Phoenix/Tucson non-compliance areas.

**Arizona Tourism Awareness Survey**, Arizona Office of Tourism. Methodology = Telephone; Sample size = 1,637; Universe = High income residents of New York City, Chicago, Seattle/Tacoma and Minneapolis/St. Paul.

**Chandler Charter School Survey**, Advantage Schools, Inc. Methodology = Telephone; Sample size = 250; Universe = Parents with children in grades K-5.

**Urban Arizona Tourism Study**, Phoenix & Valley of the Sun Convention & Visitors Bureau. Methodology = Intercept/Telephone; Sample size = 8,000; Universe = Out-of-area visitors to Maricopa and Pima Counties, AZ.

**Pima Community College Image Survey**, Pima Community College. Methodology = Telephone; Sample size = 600; Universe = Pima County, Arizona.

**Whirlpool Spa User Survey**, Jacuzzi Corporation. Methodology = Telephone; Sample size = 1,000; Universe = United States.

**Arizona Indian Gaming Study**, Gila River Indian Community. Methodology = Telephone; Sample size = 700; Universe = State of Arizona.

**Corporate Image Assessment**, Motorola, Inc. Methodology = Telephone; Sample size = 600 residents/200 community leaders; Universe = Metropolitan Phoenix, AZ.

**Northern Arizona Ad Campaign Tracking Survey**, Arizona Office of Tourism. Methodology = Telephone; Sample size = 800; Universe = Southern California, metro Phoenix.

**Bank One Ballpark Attendee Survey**, Downtown Phoenix Partnership. Methodology = Intercept; Sample size = 251; Universe = Arizona Diamondbacks game attendees.

**Service Priority Survey**, City of San Diego. Methodology = Telephone; Sample size = 2,100; Universe = San Diego residents.

**Arizona Highway Maintenance Survey**, Dye Management Group. Methodology = Telephone; Sample size = 400; Universe = Arizona drivers who utilize state highways.

**On-board Bus Survey**, City of Mesa. Methodology = Intercept; Sample size = 1,200; Universe = Bus riders.

**Chandler Resident Survey**, Francis J. Slavin, P.C. Methodology = Telephone; Sample size = 400; Universe = Chandler, Arizona.

**Phoenix Light Rail Transit Study**, Parsons Brinkerhoff Quade & Douglas, Inc. Methodology = Intercept/Telephone; Sample size = 2,000; Universe = Potential light rail users in metro Phoenix.

**Arizona Diamondbacks Attendee Survey**, Arizona Diamondbacks. Methodology = Intercept/Telephone; Sample size = 375; Universe = Game attendees.

**Copper Square Employee Survey**, Downtown Phoenix Partnership. Methodology = Mail; Sample size = 1,235; Universe = Downtown Phoenix employees.

**Phoenix International Raceway Attendee Surveys**, Phoenix International Raceway. Methodology = Intercept; Sample size = 1,250; Universe = Attendees at five races.

**Annual Scottsdale Visitor Inquiry Survey**, City of Scottsdale. Methodology = Telephone; Sample size = 600; Universe = Persons who had contacted Scottsdale Chamber for visitor information.

**Annual Resident Satisfaction Survey**, City of San Diego. Methodology = Telephone; Sample size = 600; Universe = City of San Diego.

**Downtown Scottsdale Image Survey**, City of Scottsdale. Methodology = Telephone, mail; Sample size = 425; Universe = Full and part-time Scottsdale residents, Scottsdale visitors.

**AMC Arizona Center Theatre Travel Study**, Downtown Phoenix Partnership. Methodology = Self administered; Sample size = 409; Universe = Theatre attendees.

**Arizona Solar Energy Study**, Arizona Corporation Commission. Methodology = Telephone; Sample size = 500; Universe = State of Arizona.

**Fountain Hills Waste Disposal Survey**, Waste Management. Methodology = Telephone; Sample size = 250; Universe = Home owners.

**Bi-annual City of Phoenix Employee Survey**, City of Phoenix. Methodology = Mail; Sample size = 5,350; Universe = City employees.

**Exxon Superflo 12 Hours of Sebring Attendee Survey**, Professional Sports Car Racing. Methodology = Intercept; Sample size = 300; Universe = Race attendees.

**Wickenburg Bypass Study**, Sverdrup Civil, Inc. Methodology = Telephone and intercept; Sample size = 570; Universe = Wickenburg residents, businesses and visitors.

**Downtown Phoenix Stakeholder Survey**, Downtown Phoenix Partnership. Methodology = Mail; Sample size = 63; Universe = Property owners.

**Statewide Transportation Issues Survey**, Arizona Department of Transportation. Methodology = Telephone; Sample size = 1,200; Universe = Arizona voters.

**Maumee, Ohio Community Recreation Center Study**, City of Maumee. Methodology = Telephone; Sample size = 406; Universe = City of Maumee, Ohio.

**Adobe Golf Course Study**, Policy Development Group. Methodology = Telephone; Sample size = 607; Universe = City of Phoenix.

**NASCAR Las Vegas 400 Attendee Survey**, Las Vegas Motor Speedway. Methodology = Intercept/Telephone; Sample size = 800 intercept/400 telephone; Universe = Race attendees.

**Scottsdale Public Facilities Survey**, City of Scottsdale. Methodology = Telephone; Sample size = 500; Universe = Scottsdale residents.

**Scottsdale Art Festival Attendee Survey**, Scottsdale Center for the Arts. Methodology = Intercept; Sample size = 235; Universe = Festival attendees.

**Prescott Lakes Buyer/Visitor Study**, The M3 Companies. Methodology = Telephone; Sample size = 350; Universe = Buyers and visitors.

**Oak Creek Canyon Origin and Destination Study**, Arizona Department of Transportation. Methodology = Intercept; Sample size = 458; Universe = Travelers on State Route Alt 89.

**Downtown Phoenix Stadium Survey**, Downtown Phoenix Partnership. Methodology = Telephone; Sample size = 400; Universe = Phoenix residents.

**Buddy Hunting Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 400; Universe = Arizona hunters.

**Lake Havasu City Retail Shopping Study**, Airport West Properties, LTD. Methodology = Telephone; Sample size = 400; Universe = Lake Havasu City, Arizona.

**Arizona Highway Users Study**, Arizona Department of Transportation. Methodology = Telephone, intercept, mail; Sample size/Universe = 1,605 Arizona residents, 433 out-of-state visitors, 400 commercial drivers.

**Casual Fan Survey**, Arizona Diamondbacks. Methodology = Telephone; Sample size = 400; Universe = Casual Arizona Diamondback fans in metro Phoenix.

**Shopper Survey**, Arizona Mills Mall. Methodology = Intercept; Sample size = 690, Universe = Mall shoppers.

**Metro Phoenix High Occupancy Toll (HOT) Lanes Survey**, Metro Road Project Team. Methodology = Telephone/Mail/Telephone; Sample size = 2,614; Universe = Metro Phoenix, Arizona.

**Copper Square Attitude Survey**, Downtown Phoenix Partnership. Methodology = Telephone; Sample size = 605; Universe = Metro Phoenix.

**El Mirage General Plan Survey**, City of El Mirage. Methodology = Telephone; Sample size = 400; Universe = El Mirage residents.

**Arizona Private School Study**, Lieberman, Dodge, Sendrow & Gerding, LTD. Methodology = Telephone; Sample size = 256; Universe = Arizona elementary and secondary school administrators.

**Downtown Phoenix Patron of the Arts Traffic Patterns Study**, Downtown Phoenix Partnership. Methodology = Mail; Sample size = 3,340; Universe = Season ticket holders of nine performing arts organizations.

**Law Enforcement Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 960; Universe = Arizona resident 18+.

**Arizona Science Center Image and Awareness Survey**, Arizona Science Center. Methodology = Telephone; Sample size = 700; Universe = Arizona residents.

**NAPM Membership Survey**, National Association of Purchasing Management. Methodology = Mail; Sample size = 2,435; Universe = NAPM members.

**Grand Canyon Trust Membership Survey**, Grand Canyon Trust. Methodology = Mail; Sample size = 3,840; Universe = Current and lapsed Trust members.

**Rio Salado Attitude Study**, City of Phoenix. Methodology = Telephone; Sample size = 400; Universe = City of Phoenix.

**Annual Neighborhood Preservation Survey**, City of Phoenix. Methodology = Telephone; Sample size = 400; Universe = Phoenix residents.

**Phoenix Law Enforcement Survey**, Phoenix Police Department. Methodology = Telephone; Sample size = 600; Universe = City of Phoenix.

**Bonus Point System Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 406; Universe = Arizona hunting applicants.

**Phoenix Police Department Member Survey**, Phoenix Police Department. Methodology = Mail; Sample size = 2,600; Universe = Police Department employees.

**King County, Washington Roadway Maintenance Survey**, Dye Management Group. Methodology = Telephone; Sample size = 400; Universe = King County.

**America West Arena Attendee Survey**, Downtown Phoenix Partnership. Methodology = Intercept; Sample size = 261; Universe = Event attendees.

**Smithsonian Institute ICONS Exhibit Attendee Survey**, City of Scottsdale. Methodology = Intercept; Sample size = 400; Universe = Exhibit attendees.

**School District Image Study**, Kyrene School District. Methodology = Telephone; Sample size = 750; Universe = District residents.

**Phoenix Zoo Image Survey**, Phoenix Zoo. Methodology = Telephone; Sample size = 600; Universe = Metro Phoenix residents, Zoo members.

**Member Satisfaction Survey**, Strategic Medical Services. Methodology = Telephone; Sample size = 600; Universe = HMO members.

**Mesa Water Conservation Survey**, City of Mesa, Arizona. Methodology = Mail; Sample size = 550; Universe = Apartment residents.

**Change of Venue Study**, Maricopa County Attorney. Methodology = Telephone; Sample size = 600; Universe = Qualified jurors in Maricopa County, Arizona.

**Sedona, Arizona Visitor Survey**, Sedona Chamber of Commerce. Methodology = Telephone, intercept; Sample size = 1,400; Universe = Sedona visitors.



**Housing Development Study**, Pena Blanca Properties. Methodology = Telephone; Sample size = 300; Universe = Residents of Nogales, Arizona and Nogales, Sonora.

**Information Super Highway Utilization Survey**, City of Phoenix. Methodology = Telephone; Sample size = 600; Universe = City of Phoenix residents.

**Annual Storm Drain Study**, City of Phoenix. Methodology = Telephone; Sample size = 600; Universe = City of Phoenix residents.

**Events Calendar Survey**, Downtown Phoenix Partnership. Methodology = Mail; Sample size = 16,500; Universe = Downtown Phoenix employees.

**Statewide Transportation Survey**, Arizona Department of Transportation. Methodology = Telephone; Sample size = 1,425; Universe = State of Arizona.

**Orange County California Growth and Development Study**, Santa Margarita Development Corporation. Methodology = Telephone/Focus groups; Sample size = 900 voters/8 focus groups; Universe = Orange County, CA.

**Phoenix Transit System On-Board Origin and Destination Survey**, City of Phoenix Public Transit Administration. Methodology = Intercept; Sample size = 15,400; Universe = Metropolitan Phoenix, AZ transit riders.

**Four-Month Fishing License Study**, Arizona Game & Fish Department. Methodology = Mail; Sample size = 700; Universe = United States.

**Membership Survey**, Tempe Chamber of Commerce. Methodology = Mail; Sample size = 1,200; Universe = Chamber members; Universe = Maricopa County, AZ.

**Metro Phoenix Image Survey**, Phoenix & Valley of the Sun Convention & Visitors Bureau. Methodology = Telephone; Sample size = 1,600; Universe = Non-area visitors located in eight U.S. markets.

**Phoenix Civic Plaza Convention Attendee Survey**, Downtown Phoenix Partnership. Methodology = Intercept; Sample size = 238; Universe = Convention attendees.

**Non-Student Parishioner Survey**, Valley Cathedral Christian School. Methodology = Telephone; Sample size = 200; Universe = Church members with children who do not attend church school.

**National TV Infomercial Study**, Mariscal, Weeks. Methodology = Telephone; Sample size = 500; Universe = Persons who purchased investments program via TV infomercial.

**Maumee, Ohio Recreation Facility Study**, Ballard & King Associates. Methodology = Telephone; Sample size = 400; Universe = Residents of Maumee, Ohio.

**Interior Design Survey**, American Society of Interior Design. Methodology = Mail; Sample size = 3,000; Universe = U.S. Interior Designers.

**International Tour Operator Study**, Phoenix & Valley of the Sun Convention & Visitors Bureau. Methodology = Mail/Fax; Sample size = 750; Universe = Wholesale tour operators/receptives around the world.

**Green Valley Health Care Needs Assessment Study**, Carondolet Healthcare. Methodology = Telephone; Sample size = 400; Universe = Green Valley, Arizona residents.

**Cactus League Economic Impact Study**, Cactus League Association. Methodology = Intercept; Sample size = 2,000 game attendees; Universe = Metro Phoenix and Tucson, AZ.

**Recreational Skier Survey**, Rossignol Equipment Corporation. Methodology = Intercept; Sample size = 2,100; Universe = 11 western ski areas.

**Internal Customer Satisfaction Survey**, City of Phoenix Auditor. Methodology = Optical Scan Mail; Sample size = 5,500; Universe = City of Phoenix employees.

**University Employee Survey**, University of Arizona. Methodology = Telephone; Sample size = 400; Universe = University employees.

**Industrial Plastics User Survey**, The Tech Group. Methodology = Telephone; Sample size = 150 current clients/150 prospective clients; Universe = Western hemisphere.

**Phoenix Civic Plaza Convention Visitor Survey**, Elliott D. Pollack & Company. Methodology = Telephone; Sample size = 306; Universe = Civic Plaza convention attendees.

**Historic Preservation Study**, Arizona State Parks Board. Methodology = Telephone; Sample size = 700 residents; Universe = State of Arizona.

**Phoenix International Raceway Economic Impact Study**, Phoenix International Raceway. Methodology = Intercept/Secondary research; Sample size = 800 race attendees; Universe = Phoenix, AZ.

**Golf Resort Directory Study**, Gold Eagle Publishing. Methodology = Telephone; Sample size = 400; Universe = High income golfers/United States.

**Environmental Attitudes Study**, Arizona Department of Environmental Quality. Methodology = Telephone; Sample size = 2,750; Universe = Maricopa and Pima Counties, AZ.

**Water Conservation Study**, City of Phoenix. Methodology = Telephone/Focus groups; Sample size = 675; Universe = City residents/Community leaders.

**Downtown Phoenix Housing Study**, National Council of La Raza. Methodology = Intercept; Sample size = 300 downtown Phoenix employees; Universe = Phoenix, AZ.

**Van Conversion Study**, Bivouac Van Corp. Methodology = Telephone/Focus groups; Sample size = 800/8 focus groups; Universe = United States van owners.

**Oceanside, California Election Survey**, Leisure Technology. Methodology = Telephone; Sample size = 450; Universe = Oceanside, CA voters.

**Roofing Applicator Survey**, Sesemihl Davis & Kelley. Methodology = Telephone; Sample size = 820; Universe = Roofing applicators in Phoenix/Tucson, AZ, Riverside, CA.

**Street Solicitor Survey**, Downtown Phoenix Partnership. Methodology = Telephone; Sample size = 400; Universe = Metro Phoenix.

**Gasoline Price Fixing Survey**, Arizona Attorney General's Office. Methodology = Telephone; Sample size = 700 residents; Universe = State of Arizona.

**Used Vehicle Definition Survey**, Arizona Automobile Dealers Association. Methodology = Telephone; Sample size = 700; Universe = State of Arizona.



**Mandatory Automobile Insurance Survey**, Independent Insurance Agents Association. Methodology = Telephone; Sample size = 3,000; Universe = State of Arizona.

**Motorola Facilities Study**, Motorola SPS. Methodology = Telephone; Sample size = 1,350; Universe = Residents/Businesses located around Motorola facilities in Metro Phoenix.

**Tour Boat Image Survey**, Delta Queen Steamboat Company. Methodology = Telephone/Communications tests; Sample size = 400/8 tests; Universe = United States.

**Arizona Vehicle Emissions Inspection Survey**, Arizona Auditor General's Office. Methodology = Telephone/in person; Sample size = 800 residents/200 auto mechanics; Universe = State of Arizona.

**Habitat Stamp Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 700; Universe = Arizona residents.

**Escondido, California Community Attitude Survey**, JRA Communications. Methodology = Telephone; Sample size = 400; Universe = Escondido, CA voters.

**Hospital Computer System Survey**, Samaritan Health Systems. Methodology = Telephone; Sample size = 400; Universe = United States hospitals.

**Mountain Lion Survey**, Arizona Game & Fish Department. Methodology = Mail; Sample size = 40; Universe = Arizona ranchers.

**Utility Tax Issue Survey**, Arizona Public Service. Methodology = Telephone; Sample size = 600; Universe = State of Arizona.

**Cable TV Subscriber Survey**, Cox Communications. Methodology = Telephone; Sample size = 600; Universe = Cable TV subscriber.

**Phoenix Retrofit Attitude Survey**, Planning and Management Consultants. Methodology = Telephone; Sample size = 525; Universe = Residents living in City's Retrofit Program test area.

**Fitness Equipment User Survey**, Universal Gym Equipment. Methodology = Telephone/Focus groups; Sample size = 1,000/8 groups; Universe = United States health enthusiasts.

**IMAX Theatre Attender Survey (11 studies)**, IMAX Theatres. Methodology = Self-administered; Sample size = 300; Universe = Theatre attenders.

**Riverside County California Growth and Development Study**, Nelson/Ralston/Robb Communications. Methodology = Telephone/Focus groups; Sample size = 600 voters/4 groups; Universe = Riverside County, CA voters.

**Neighborhood Initiative Area Study**, City of Phoenix. Methodology = Telephone; Sample size = 560; Universe = Phoenix, AZ.

**New Jersey Community Attitude Survey**, Leisure Technology. Methodology = Telephone; Sample size = 600; Universe = New Jersey voters.

**RV Park Development Study**, Casa Fiesta L.L.C. Methodology = Telephone; Sample size = 600; Universe = Casa Grande, Arizona residents.

**Phoenix Veterans Memorial Coliseum Attitude Survey**, Southwest Strategies. Methodology = Telephone; Sample size = 600; Universe = Metropolitan Phoenix, AZ.

**Champlin Fighter Museum Visitor Survey**, City of Scottsdale, Arizona. Methodology = Intercept; Sample size = 250; Universe = Museum visitors.

**Abrasive Sand Marketing Study**, Cindeco, Inc. Methodology = Telephone; Sample size = 600; Universe = United States manufacturing companies.

**Transportation Attitudes Survey**, City of Glendale. Methodology = Telephone; Sample size = 600; Universe = Glendale, AZ.

**Police Department Image Survey**, Phoenix Police Department. Methodology = Telephone; Sample size = 800; Universe = City of Phoenix residents.

**Firefighters' Attitudes Survey**, Phoenix. Firefighters Association. Methodology = Telephone; Sample size = 600; Universe = Metropolitan Phoenix, AZ.

**Fishing Law Violators Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 200 violators; Universe = Urban Arizona.

**Readership Survey**, Phoenix Home & Garden Magazine. Methodology = Mail; Sample size = 1,100; Universe = subscribers.

**Annual Downtown Phoenix Image Survey**, Downtown Phoenix Partnership. Methodology = Telephone; Sample size = 600; Universe = Metro Phoenix, AZ.

**Natural Gas Awareness Study**, City of Mesa. Methodology = Telephone; Sample size = 400; Universe = City of Mesa residents.

**Public Television Evaluation Survey**, KAET-TV Channel 8. Methodology = Telephone; Sample size = 700; Universe = State of Arizona.

**Career Apparel Study**, Valley National Bank. Methodology = Pre/Post-experimental telephone; Sample size = 2,000; Universe = VNB customers at six control/test branches.

**Interactive Information Kiosk Study**, Arizona Health Care Cost Containment System. Methodology = Personal intercept; Sample size = 150; Universe = Indigent health care users, metropolitan Arizona.

**Alamo Lake Facility Survey**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 200; Universe = Alamo Lake visitors.

**Pomona Recreation Needs Study**, City of Pomona, California. Methodology = Telephone; Sample size = 600; Universe = City of Pomona residents.

**AIDS Attitude Survey**, Arizona Department of Health Services. Methodology = Telephone; Sample size = 520; Universe = State of Arizona.

**ASU Alumni Survey**, Arizona State University. Methodology = Telephone; Sample size = 600; Universe = ASU Alumni.

**Commercial Property Leasing Survey**, DMB Associates. Methodology = Telephone; Sample size = 150 tenants/100 brokers; Universe = Metropolitan Phoenix, AZ.

**Apache County Resident Survey**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 400; Universe = Apache County, AZ.

**Solar Energy Survey**, Arizona Department of Commerce. Methodology = Telephone; Sample size = 715; Universe = State of Arizona.

**Peoria Zoning Survey**, Burch Cracciolo. Methodology = Telephone; Sample size = 300; Universe = City of Peoria.

**Personal Computer Tracking Survey**, ComputerLand. Methodology = Telephone; Sample size = 600 quarterly; Universe = Personal computer owners and prospective buyers.

**Trash Recycling Attitude Survey**, City of Phoenix. Methodology = Telephone; Sample size = 400; Universe = residents living in City's Pilot Program recycling area.

**City of Tucson Bond Election Survey**, City of Tucson, Arizona. Methodology = Telephone; Sample size = 450; Universe = High efficacy voters.

**Fitness Newspaper Feasibility Study**, McCaslin, Inc. Methodology = Telephone; Sample size = 400; Universe = Metropolitan Phoenix, AZ.

**Oxygenated Fuel Attitude Survey**, Arizonans For Clean Air Now. Methodology = Telephone; Sample size = 1,000; Universe = State of Arizona voters.

**Arizona Seatbelt Attitude Survey**, Arizona Seatbelt Coalition. Methodology = Telephone; Sample size = 700; Universe = State of Arizona.

**Educational Excellence Survey**, City of Phoenix. Methodology = Telephone; Sample size = 600; Universe = Metropolitan Phoenix, AZ.

**Urban Fishing Study**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 300; Universe = Metro Phoenix, AZ.

**Flagstaff Air Pollution Survey**, Southwest Strategies. Methodology = Telephone; Sample size = 400; Universe = Flagstaff, AZ.

**Sun City Zoning Survey**, Beus Gilbert. Methodology = Telephone; Sample size = 300; Universe = Sun City, AZ.

**Public Transit Attitude Survey**, Regional Public Transportation Authority. Methodology = Telephone; Sample size = 800; Universe = Metropolitan Phoenix, AZ.

**Sun City West Recreational Association Survey**, Del Webb Corporation. Methodology = Telephone; Sample size = 200; Universe = Sun City West, AZ.

**Newspaper Readership Survey**, Western Newspapers. Methodology = Telephone; Sample size = 2,000 in eight markets; Universe = State of Arizona.

**Arizona Sonora Desert Museum Member Survey**, Arizona Sonora Desert Museum. Methodology = Mail; Sample size = 4,000; Universe = Museum members.

**Marana, Arizona Election Survey**, Leisure Technology. Methodology = Telephone; Sample size = 350; Universe = Marana, AZ voters.

**Water Conservation Survey**, City of Phoenix. Methodology = Telephone; Sample size = 800; Universe = Phoenix, AZ.

**Firebird's Baseball Economic Impact Study**, City of Scottsdale, Arizona. Methodology = Intercept; Sample size = 400; Universe = Game attenders.

**Audience Attitude Survey**, Ballet Arizona. Methodology = Intercept; Sample size = 300; Universe = Performance attenders.

**Arizona Real Estate Broker/Client Study**, MeraBank. Methodology = Telephone; Sample size = 400 recent loan clients/150 brokers; Universe = State of Arizona.

**Northern Arizona Pre-Campaign Awareness Survey**, Arizona Office of Tourism. Methodology = Telephone; Sample size = 805; Universe = Metro Phoenix and Metro Los Angeles.

**Sky Harbor International Airport Visitor Survey**, City of Phoenix. Methodology = Intercept; Sample size = 900; Universe = Airport visitors.

**Sun City Utility Survey**, Arizona Public Service. Methodology = Telephone; Sample size = 300; Universe = Sun City, AZ.

**Carefree Highway Zoning Study**, Slavin, Kane & Paterson. Methodology = Telephone; Sample size = 300; Universe = Northern Maricopa County, AZ.

**Annual Neighborhood Maintenance Study**, City of Phoenix. Methodology = Telephone; Sample size = 400; Universe = Phoenix, AZ.

**Sales Tax Attitude Survey**, Tempe Chamber of Commerce. Methodology = Telephone; Sample size = 150; Universe = Chamber members.

**Scottsdale Voter Survey**, First Tuesday. Methodology = Telephone; Sample size = 450; Universe = Scottsdale, AZ voters.

**Building Contractor Survey**, Sundt Corp. Methodology = Telephone; Sample size = 100; Universe = State of Arizona developers.

**No-Drive Day Campaign Survey**, Regional Public Transit Survey. Methodology = Telephone; Sample size = 600; Universe = Metropolitan Phoenix, AZ.

**Metropolitan Phoenix Physician's Study**, Phoenix Children's Hospital. Methodology = Telephone/Personal; Sample size = 105; Universe = Physicians with privileges at Phoenix Children's Hospital.

**Prescott Antelope Herd Survey**, Arizona Game & Fish Department. Methodology = Telephone; Sample size = 400; Universe = Prescott, AZ.

**Santa Clarita Valley California Cityhood Study**, Leisure Technology. Methodology = Telephone; Sample size = 500; Universe = Santa Clarita Valley, CA voters.

**Educational Attitudes Study**, Maricopa Community College District. Methodology = Telephone; Sample size = 500; Universe = Phoenix, AZ.

**Glendale Bicycle Study**, City of Glendale. Methodology = Telephone; Sample size = 600; Universe = Glendale, AZ.

**Alternative Health Care Survey**, Boswell Memorial Hospital. Methodology = Telephone/Focus groups; Sample size = 400 residents/4 groups; Universe = Western Maricopa County, AZ.

**New Times Readership Survey**, New Times Weekly. Methodology = Intercept/Telephone; Sample size = 600; Universe = New Times readers.

**Arizona Capital Times Readership Survey**, Arizona Capitol Times. Methodology = Mail; Sample size = 600; Universe = Subscribers.

**Annual City of Phoenix Resident Attitude Survey**, Public Information Office, City of Phoenix. Methodology = Telephone; Sample size = 700; Universe = Phoenix, AZ.

**Valley National Bank Consumer Attitude Survey**, Valley National Bank. Methodology = Telephone; Sample size = 600 quarterly; Universe = Metropolitan Arizona.

**Rio Salado Funding Survey**, Rio Salado Development District. Methodology = Telephone; Sample size = 800; Universe = Maricopa County, AZ voters.

**Homebuilder Image Survey**, Central Arizona Homebuilder Association. Methodology = Telephone; Sample size = 700; Universe = Metropolitan Phoenix, AZ.

**Residential Water Usage Study**, Arizona Department of Water Resources. Methodology = Telephone; Sample size = 600; Universe = State of Arizona.

**Metropolitan Phoenix Transportation Survey**, Regional Public Transit Authority. Methodology = Telephone; Sample size = 1,000; Universe = Maricopa County, AZ voters.

**South Phoenix Shopping Study**, DEVCOR. Methodology = Telephone; Sample size = 300; Universe = South Phoenix, AZ.

**Scottsdale Progress Readership Survey**, Scottsdale Progress. Methodology = Telephone; Sample size = 350; Universe = Scottsdale, AZ.

**Employee Attitude Survey**, U S WEST. Methodology = Telephone/Focus groups; Sample size = 700/8 groups; Universe = U S WEST Arizona employees.

**Member Survey**, Phoenix Chamber of Commerce. Methodology = Telephone; Sample size = 450; Universe = Chamber members.

**Community Attitude Survey**, Smitty's Inc. Methodology = Telephone; Sample size = 1,000; Universe = Maricopa County residents.

**Transportation System Name Test**, Regional Public Transportation Authority. Methodology = Focus groups; Sample size = 4 groups; Universe = Metropolitan Phoenix, AZ voters.

**Arizona Senior World Readership Survey**, Arizona Senior World Newspaper. Methodology = Telephone; Sample size = 400; Universe = Metropolitan Phoenix seniors.

**Commercial Property Zoning Study**, American Continental Corporation. Methodology = Telephone; Sample size = 300; Universe = Residents living within one mile of proposed development.

**Auto Transfer Tax Survey**, Arizona Automobile Dealers Association. Methodology = Telephone; Sample size = 600; Universe = State of Arizona.

**City of Phoenix Retrofit Survey**, City of Phoenix Water and Sewer Department. Methodology = Telephone; Sample size = 400; Universe = Phoenix, AZ.

**Billboard Attitude Survey**, Gannett Outdoor. Methodology = Telephone; Sample size = 800; Universe = State of Arizona.

**Business Computer Market Survey**, ComputerLand. Methodology = Telephone; Sample size = 400; Universe = Metropolitan Phoenix business owners.

**City of Phoenix Air Quality Survey**, City Manager's Office, City of Phoenix. Methodology = Telephone; Sample size = 600; Universe = Phoenix, AZ.

**Food Service Study**, Maricopa County Community College District. Methodology = Telephone; Sample size = 500; Universe = MCCCCD students.

**Community Needs Assessment Survey**, Phoenix Jewish Federation. Methodology = Telephone; Sample size = 750; Universe = Metropolitan Phoenix, AZ Jewish households.

**Non-Rider Survey**, City of Phoenix Public Transit Administration. Methodology = Telephone; Sample size = 500; Universe = Phoenix, AZ.

**Commercial Property Amenities Survey**, Swengel-Robbins, Inc. Methodology = Telephone; Sample size = 250; Universe = Commercial property tenants.

**Downtown Residential Housing Survey**, Taylor-Morley-Simon, Inc. Methodology = Telephone; Sample size = 300; Universe = Downtown Phoenix workers.

**Arizona State Parks Study**, Arizona Auditor General's Office. Methodology = Telephone; Sample size = 800; Universe = State of Arizona.

**Glendale Industrial Park Study**, Braggiotti Construction. Methodology = Telephone; Sample size = 400; Universe = Glendale, AZ.

**Anasazi Visitors Research**, David Johns Real Estate Group. Methodology = Telephone; Sample size = 500; Universe = Visitors to property.

**Sun City Public Transit Study**, Arizona Corporation Commission. Methodology = Telephone; Sample size = 400; Universe = Sun City, AZ.

**Alternative Health Care Survey**, Maricopa Health Plan. Methodology = Personal; Sample size = 700; Universe = Maricopa County, AZ.

**Sun City West Visitor Survey**, Del Webb Development Corporation. Methodology = Telephone; Sample size = 400; Universe = Visitors to Sun City.

**Lost Customers Survey**, One-Two-One Communications. Methodology = Telephone; Sample size = 400; Universe = Past customers in Arizona.

**City of Phoenix Water Quality Survey**, City Manager's Office, City of Phoenix. Methodology = Telephone; Sample size = 600; Universe = Phoenix, AZ.

**CityLife Readership Survey**, Phoenix Newspaper, Inc. Methodology = Intercept/Telephone; Sample size = 600; Universe = CityLife readers.

**Hospital Impact Survey**, Bethany Enterprises. Methodology = Telephone; Sample size = 400; Universe = Residents living within one mile of proposed site.



**Metropolitan Phoenix Arts Survey**, Scottsdale Center For the Arts. Methodology = Telephone; Sample size = 700; Universe = Metropolitan Phoenix, AZ arts consumers.

**City of Glendale Resident Attitude Survey**, City Manager's Office, City of Glendale. Methodology = Telephone; Sample size = 600; Universe = Glendale, AZ.

**Sexual Attitudes Survey**, KTVK Channel 3. Methodology = Telephone; Sample size = 600; Universe = State of Arizona.

**KAET Supporter Survey**, KAET Channel 8. Methodology = Mail; Sample size = 22,500; Universe = KAET contributors.

**Airport Commerce Center Marketing Study**, Fullmer Properties. Methodology = Telephone; Sample size = 200; Universe = Arizona developers.

**Downtown Workers Study**, City of Phoenix Planning Department. Methodology = Telephone; Sample size = 450; Universe = Downtown Phoenix workers.

**Mobile Home Park Feasibility Study**, Realty Security Corporation. Methodology = Telephone; Sample size = 300; Universe = Maricopa County, AZ mobile home residents.

**Mixed Use Project Market Survey**, TIEMPO, Inc. Methodology = Telephone; Sample size = 400; Universe = South Phoenix, Inc.

**Arizona Outdoor Recreation Study**, Arizona Outdoor Recreation Coordinating Committee. Methodology = Personal; Sample size = 4,750; Universe = State of Arizona.

**Palo Verde Nuclear Generating Plant Attitude Survey**, Arizona Public Service. Methodology = Telephone; Sample size = 750; Universe = State of Arizona.

**Grand Canyon Railroad Feasibility Study**, Railroad Holding Enterprises. Methodology = Telephone; Sample size = 450; Universe = Grand Canyon National Park visitors.

**West Metro Labor Force Survey**, Northwest Development Group. Methodology = Telephone; Sample size = 700; Universe = Western Maricopa County, AZ.

**Trucking Deregulation Study**, Arizona Department of Transportation. Methodology = Telephone; Sample size = 400; Universe = United States trucking companies.

**Phoenix Jewish News Subscriber Survey**, Phoenix Jewish News. Methodology = Telephone; Sample size = 300; Universe = Subscribers.

**North Scottsdale Zoning Study**, The Williamson Group. Methodology = Personal, door-to-door interviews; Sample size = 250; Universe = Residents in north Scottsdale neighborhood.

**Health Care Facility Zoning Study**, Neuro Care, Inc. Methodology = Telephone/Personal, door-to-door interviews; Sample size = 300; Universe = North Phoenix residents.

**Arizona Motor Vehicle Emission Inspection Program Study**, Arizona State Auditor General. Methodology = Telephone; Sample size = 750; Universe = Arizona motor vehicle owners.

**Urban Wildlife Study**, Arizona Game & Fish Department, Methodology = Telephone; Sample size = 1,350; Universe = State of Arizona.

**Congregation Survey**, Gethsemane Lutheran Church, Methodology = Mail; Sample size = 550; Universe = Congregation members.

**Hunter/Angler Study**, Arizona Game & Fish Department. Methodology = Mail; Sample size = 1,000; Universe = Arizona Hunters/Anglers.

**Cadillac Dealer Image Survey**, Santy Agency. Methodology = Telephone; Sample size = 300; Universe = Cadillac owners.

**Health Care Litigation Survey**, Snell & Wilmer. Methodology = Telephone; Sample size = 1,000; Universe = HMO members.

**Wildlife Views Readership Survey**, Arizona Game & Fish Department. Methodology = Mail; Sample size = 1,500; Universe = Subscribers.

**City of Chandler General Plan Survey**, City of Chandler. Methodology = Telephone; Sample size = 400; Universe = City of Chandler.

**Bank One Ballpark Attendee Survey**, Elliott D. Pollack & Company. Methodology = Intercept; Sample size = 404; Universe = Arizona Diamondbacks game attendees.

**Palm Valley Pavilions License Plate Study**, Suncor Development Company. Methodology = Observations; Sample size = 1,292; Universe = Palm Valley Pavilions shoppers.

**Apache Junction Targeted Market Study**, City of Apache Junction. Methodology = Telephone; Sample size = 804; Universe = Primary and secondary market residents.

**Tourism Awareness Survey**, Arizona Office of Tourism. Methodology = Telephone; Sample size = 1,000; Universe = New York City, Chicago, Seattle/Tacoma, Minneapolis/St. Paul.

**Downtown Phoenix Security Guide Survey**, Downtown Phoenix Partnership. Methodology = Intercepts; Sample size = 317; Universe = Downtown Phoenix visitors.

**Parent Satisfaction Survey**, All Saints Episcopal Day School. Methodology = Mail; Sample size = 365; Universe = Parents of students.

**AMWUA Water Conservation Campaign Baseline Survey**, Arizona Municipal Water Users Association. Methodology = Telephone; Sample size = 1,055; Universe = Metro Phoenix.

**Milwaukee, Wisconsin Voucher School Survey**, Advantage Schools, Inc. Methodology = Telephone; Sample size = 1,531; Universe = Market area households with children 4 to 11.

**AHCCCS Awareness and Image Survey**, Arizona Health Care Cost Containment System. Methodology = Telephone; Sample size = 734; Universe = Arizona residents 18+.

**Scottsdale Arabian Horse Show Survey**, Arabian Horse Association of Arizona. Methodology = Intercept/Telephone/Mail; Sample size = 335 exhibitors/vendors, 268 attendees, 38 trainers.

**Concordia International School Feasibility Survey**, Concordia International School Shanghai. Methodology = Facsimile; Sample size = 37; Universe = Shanghai market area international companies and relocation firm.



## Earl de Berge

Chairman of the Board  
Director of Research

### GENERAL

Specialist in the design, administration and analysis of market research programs including attitude, behavior, use and need studies. A recognized authority on population sampling, study design and interpretation. Areas of special interest include consumer research in communications, banking, health care, the travel and hospitality industry, public policy, and commercial development.

### RESPONSIBILITIES

Coordination and oversight of all custom and syndicated studies generated by the Center. Design and analysis of major projects. Strategy consultation with clients.

### EXPERIENCE/EDUCATION

**Director of Research, International Advisory Board Member, INTERNATIONAL CENTER FOR MARKETING GRAPHICS**, Phoenix, Arizona; 1988 to present.

**Director of Research, BEHAVIOR RESEARCH CENTER, INC.**, Phoenix, Arizona; 1969 to present.

**Research Director, SURVEY RESEARCH ASSOCIATES**, Phoenix, Arizona; 1965 to 1969.

**Research Analyst, INSTITUTE OF GOVERNMENT RESEARCH**, University of Arizona, Tucson, Arizona; 1964 to 1965.

**BA, Political Science**, Antioch University, Ohio; 1964.

**MA, Political Science, Behavioral Sciences**, University of Arizona; 1966.

**Partial Completion, PhD, Political Science**, University of Arizona.

### ACTIVITIES/AFFILIATIONS/AWARDS

Member, Board of Directors, **Phoenix Chamber of Commerce**, 1992-1997.

Member, Board of Directors, **Arizona Hispanic Market And Media Association**, 1990 to present.

Chairman, **Phoenix Chamber of Commerce Small Business Task Force**, 1990-1991.

Recipient, **Small Business Person of the Year**, 1990; Phoenix Chamber of Commerce. Recipient, **Phoenix Rising Star Award**, 1989; Phoenix Chamber of Commerce and Phoenix Economic Growth Corporation.

Member, Advisory Board, **Hands Across The Border**, Scottsdale Center for the Arts, 1993.

Member, Board of Directors, **Phoenix Symphony Association**, 1986 to present; Chairman, Marketing Committee, 1990 to present.

Member, **Phoenix Sky Harbor Center Advisory Board**, 1987-1990.

Member, **Phoenix Zoning Ordinance Review Committee**, 1988-1989.

Member, Executive Committee, Board of Directors, **Phoenix Economic Growth Corporation**, 1984-1990; Chairman, subcommittee on **Sky Harbor Center**

**Redevelopment Planning Committee**, 1988-1990.

Member, **Mayor's Ad Hoc Economic Development Advisory Committee**, Phoenix, 1984-1985.

Member, **Governor's Parental Involvement Working Group**, Arizona, 1983-1985.

Chairman, **Arizona State Board of Land Appeals**, 1984-1985; Vice Chairman, 1982-1984; Member, 1982-1986.

Member, Steering Committee, **Maricopa County Overall Economic Development Committee**, 1977-1978.

Member, **Maricopa County Planning and Zoning Commission**, 1975-1990; Vice Chairman, 1981-1982 and 1984-1985; Chairman, 1982-1983 and 1985-1986.

Member, Board of Directors, **Chicanos Industrias, Inc.**, 1974-1979.  
 Public Member/Trustee, **Arizona Electrical Industry Standards and Promotions Trust**, 1977-1978.  
 Recipient, **Outstanding Young Man of the Year Award**, 1975 and 1976; Phoenix Jaycees.  
 Member, **Census Committee**, Arizona Department of Economic Security, 1975.  
 Member, **City of Phoenix Urban Reinvestment Task Force**, 1975-1976.  
 Member, **Mayor's Committee on Responsiveness of City Government**, Phoenix, 1974.  
 Member, **Governor's Second Symposium on Energy, Environment and Growth**, Arizona, 1974.  
 Member, Board of Directors, **Arizona Dance Theatre**, 1985.  
 Chairman, Board of Trustees, **Verde Valley School**, Sedona, Arizona, 1972-1975.

Also serves as a consultant to numerous civic and professional organizations on problems relating to public relations and management systems and has written extensively on the impact of social change on consumer behavior.

## PUBLICATIONS

Editor and Director, *Rocky Mountain Poll*, monthly reports on regional public interest poll, 1976 to present.  
 Editor and Director, *HispanicTRACK™ Arizona* studies, a semi-annual reports on the Hispanic population in Arizona, 1990 to present.  
 "NEW METHODS IN PRE-SCREENING DIRECT MAIL," Earl de Berge, Arnold Schwartz, *Direct Marketing Council Newsletter*, 1997.  
 "AN OVERVIEW OF POLLING RESEARCH," *Marketing Review*, a publication of the New York American Marketing Association, October, 1996.  
 "ATTITUDES OF THE ARIZONA ELECTORATE," Perspective Section, *Arizona Republic*, February, 1991.  
 "MALPRACTICE REFORM IS DOOMED--AND DOCTORS ARE TO BLAME," *Medical Economics*, January, 1990.  
 "NEW CITY GOVERNMENT OPENS LEADERSHIP OPPORTUNITIES," *Dynamic Phoenix*, February, 1984.  
 "POLITICAL MARKETING--PRACTICAL RESEARCH FOR CHAMBERS IN THE 1980S AND BEYOND." Papers prepared for the *U.S. Chamber of Commerce Center for Leadership Development*, 1984.  
 "PUBLIC OPINION IN EL SALVADOR, AN EMERGING DEMOCRACY." Papers prepared for U.S. *State Department Caribbean Basin Initiative, Twin Chambers Program* jointly funded by the Agency for International Development and Caribbean/ Central American Action, 1982.  
 "STATISTICAL PROCEDURES FOR GENERAL POPULATION SAMPLING," *Arizona Chapter of the American Statistical Association*, September, 1974.  
 "PUBLIC OPINION SAMPLINGS--THEIR USE, MISUSE AND BENEFITS," *Phoenix Chapter of the American Statistical Association*, September, 1974.  
 "FACTORS INFLUENCING SELECTION OF INTERVIEWING MODE IN FIELD SURVEYS," paper prepared for *National Research Conference of the Bank Marketing Association*, 1973.  
 "ADVERTISING TESTING," *Journal of Bank Marketing*, March, 1973 (co-author).  
 "SURVEY OF 1970 ARIZONA SUPERIOR COURT CRIMINAL CASES," *Arizona Criminal Code and Rules Revision Project*, 1972.  
 "ADVERTISING TESTING--THE CRITERIA FOR MEASUREMENT," monograph, *Behavior Research Center*, February, 1972.  
 "SURVEY ON THE NEED FOR LEGAL AID PROGRAMS IN RURAL ARIZONA," *Migrant Opportunity Program*, 1970.  
 Board of Editors, *Arizona Modern Business and Industry*, 1969.  
 "PUBLIC OPINION AND MARKETING RESEARCH," a series of five articles appearing in *Arizona Modern Business and Industry*, September, 1968 through January, 1969.  
 "OPINION RESEARCH COMES TO TUCSON, PARTS I AND II," *Public Management, Journal of the International City Managers Association*, October and November, 1966.  
 "IDEAS AND ACTIONS: A COMMENT," *Viewpoint*, Fall, 1966.  
*Directory of Government Officials in Arizona*, University of Arizona Press, 1967 (Principal contributor).

## **James E. Haynes**

President/CEO  
Senior Project Manager

### GENERAL

A senior management professional with experience specializing in business and education studies, public policy issues, membership organizations and Internet-based research.

### RESPONSIBILITIES

Project management and implementation, including overall project design, questionnaire design, sampling and data analysis.

### EXPERIENCE/EDUCATION

**President/CEO**, BEHAVIOR RESEARCH CENTER, INC., Phoenix, AZ; 2001 to present.

**Senior Project Manager**, BEHAVIOR RESEARCH CENTER, INC., Phoenix, AZ; 1998 to present.

**Community Relations Director/Race Director**, PHOENIX INTERNATIONAL RACEWAY, Phoenix, AZ; 1992 to 1998.

**Columnist**, THE ARIZONA REPUBLIC, Phoenix, AZ; 1992 to 1996.

**President**, WESTERN INTERNATIONAL UNIVERSITY; 1993-1996

**President**, PHOENIX CHAMBER OF COMMERCE, Phoenix, Arizona; 1976 to 1992.

**General Manager**, SAN FRANCISCO CHAMBER OF COMMERCE, San Francisco, California; 1972 to 1976.

**BA, Journalism, Political Science**, California State University, Los Angeles

### ACTIVITIES/AFFILIATIONS/AWARDS

Director, Family Service Agency

Chairman of the Board, **American Chamber of Commerce Executives**, 1988.

Chairman, Board of Regents, **Institutes for Organization Management**, U.S. Chamber of Commerce, 1984.

Past Director, **Valley Big Brothers, Arizona Club, National Conference of Christians & Jews.**

### PROJECT EXPERIENCE

Private sector research experience includes projects with Arizona State University, the American Chamber of Commerce Executives, Arizona Highways Magazine, Phoenix Art Museum, Heard Museum, Consumer Credit Counseling Services Southwest, Phoenix Chamber of Commerce, Tempe Chamber of Commerce, Maricopa Community College District, Apollo University, University of Phoenix and Family Service Agency.

## CLIENT REFERENCES

Presented on the following pages are three client references. Bruce Hernandez was the Project Director on each of the specific surveys listed.

1) John Semmens, Project Manager  
Arizona Transportation Research Center  
Arizona Department of Transportation  
2739 E. Washington Street, Mail Drop 075R  
Phoenix, Arizona 85034  
(602) 712-3137

### **2006 Arizona Watercraft Survey** (Also conducted in 2003, 2000, 1997, 1994, 1991)

The Arizona Department of Transportation (ADOT), the Arizona Game & Fish Department (AGFD), and the Arizona State Parks Board (ASPB) are required, under Arizona Revised Statutes (Sec. 28-1502.01), to conduct a study every three years on watercraft fuel consumption and recreational watercraft usage. The primary purposes of this effort are: (1) to determine the percentage of total state taxes paid to Arizona for motor vehicle fuel that is used for propelling watercraft, and; (2) to determine the number of days of recreational watercraft use in each of the state's counties by boat use days and person use days. The fuel consumption data is collected to determine the allocation of motor vehicle fuel tax to the State Lake Improvement Fund (SLIF). The information on recreational watercraft usage patterns on Arizona's lakes and rivers is necessary, in part, to determine the distribution of SLIF funds to applicants. In addition to collecting the above mandated information, this study also collected selected attitudinal and behavioral data on the following subjects: (1) water-based and non-water-based recreational activities participated in; (2) boating and water-based recreational facility needs; (3) SLIF fund utilization priorities; (4) adequacy and focus of watercraft law enforcement activities, and; (5) attitudes about selected watercraft and outdoor recreation issues.

The information produced for this study is based on two key study components: (1) a statistically valid and projectable telephone survey of 6,500 registered watercraft owners in Arizona, California, Utah and Nevada, and (2) an audit/survey of the fuel sales and consumption patterns of marinas, public agencies, concessionaires, commercial boat operators and excursion operators. In addition, this study also includes a launch ramp survey. The launch ramp survey is conducted to check the ratio of in-state to out-of-state boaters at ten selected Arizona lakes and rivers.

To develop the most accurate data possible, the data collection effort is divided into 24 separate data collection segments spread over the 12-month period from June 2005 to May 2006. Using this format, a total of approximately 540 interviews are being conducted each month with one-half being conducted between roughly the 1<sup>st</sup> and 5<sup>th</sup> of the month and one-half between roughly the 16<sup>th</sup> and 20<sup>th</sup> of the month. During each of the 24 interviewing segments, boaters are asked to recall their boating patterns for only the two weeks prior to the interview.

### **2000 Arizona Highway Users Survey**

This study was commissioned by the Arizona Department of Transportation's Transportation Research Center. The primary purpose of this study was to determine the trip origins and destinations of Arizona Highway users. This information is important in determining the appropriate allocation of Arizona highway funds. The information generated during this project was based on a three-phased research effort consisting of: (1) an Arizona Resident Highway User Survey; (2) an Arizona Commercial Highway User Survey, and; (3) an Out-of-State Highway User Survey.

**ARIZONA RESIDENT HIGHWAY USER SURVEY** – This phase of the research consisted of 1,605 telephone interviews conducted with a cross-section of licensed urban and rural Arizona drivers. A sample of this size was utilized because it allowed for an accurate representation of statewide highway use patterns and allowed for meaningful analysis within the state's four key geographic sub-regions – metro Phoenix, metro Tucson, rural north and rural south.

**ARIZONA COMMERCIAL HIGHWAY USER SURVEY** – This phase of the research consists of 143 interviews conducted with a cross-section of commercial Arizona highway users located in metro Phoenix and metro Tucson. Drivers who participated in this project were interviewed via a self-administered questionnaire distributed at their place of work and were provided with a postage-paid envelope to facilitate in returning the questionnaire to BRC. The list of transportation companies that participated in this project was obtained from the Arizona Motor Transport Association and represented a sampling of small, medium and large transportation companies.

**OUT-OF-STATE HIGHWAY USER SURVEY** – This phase of the research consisted of 433 intercept interviews conducted with out-of-state drivers. These interviews were conducted at six rest stop areas (New Mexico border, I-40 at Lupton, I-10 at San Simon; Mexico border; I-19 at Nogales; California border; I-8 at Yuma, I-10 at Ehrenberg, I-40 at Topock) located near Arizona's borders. The number of interviews conducted at each rest area was based on its approximate proportional distribution of total traffic at the six sites.

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Director of Research and Strategic Planning  
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Over the past five years, the Behavior Research Center has conducted six studies for the Arizona Office of Tourism. The primary purpose of most of these studies was to monitor the effectiveness of the Office's targeted advertising campaigns. More specifically, these studies addressed the following issues: 1) awareness of Arizona tourism or travel advertising – media recall, message recall and action taken; 2) level of interest in Arizona as a place to spend a vacation; 3) evaluation of Arizona as a place to experience selected activities; 4) impressions of Arizona in selected areas, and 5) knowledge of major Arizona tourist attractions. Each of these projects involved in-depth telephone surveys conducted during two phases – pre-campaign and post-campaign. The sample size for each survey phase varied from between 625 and 1,200 interviews depending on the study. Additionally, all of the respondents in these studies were adults 18 years of age or over with annual incomes of \$75,000 or more.

- 2005 Portland, Oregon Campaign Awareness Survey
- 2004 St. Louis, Missouri Campaign Awareness Survey
- 2003 Chicago, Illinois Campaign Awareness Survey
- 2001 Campaign Awareness Survey – Seattle, Portland, Chicago, Denver
- 2001 Northern Arizona Campaign Awareness Survey – metro Phoenix, metro Los Angeles
- 2000 Tourism Awareness Survey – New York City, Chicago, Seattle/Tacoma, Minneapolis/St. Paul

3) Ty Gray  
Responsive Management Coordination  
Arizona Game & fish Department  
2221 W. Greenway Road  
Phoenix, Arizona  
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**2004 Hispanic Outdoor Recreation Survey.** Design and completion of study to determine the outdoor recreation patterns of Hispanic Arizona residents. More specifically, this study focused on the following key areas: 1) participation patterns in outdoor recreation and/or wildlife-related activities; 2) satisfaction with outdoor recreation experiences in Arizona among participants; 3) interest in participating in outdoor recreation activities among non-participants; 4) familiarity with urban fishing program; 5) interest in AZGFD educational classes on outdoor activities; 6) information sources on Arizona wildlife/outdoor recreation; 7) awareness of Operation Game Thief Hotline; 8) awareness of the AZGFD; 9) evaluation of the AZGFD's job performance. Study involved 1,500 in-depth telephone interviews with Arizona residents of Hispanic origin or descent. Responsible for all study tasks from design through analysis.



**2003 Comprehensive Wildlife Conservation Strategy Survey.** Design and completion of study to determine: 1) participation in selected outdoor recreation activities; 2) evaluation of the Department's overall performance in fulfilling its mission; 3) attitudes about how much priority the Department should place on its Overall Management Goals; 4) attitudes about how much priority the Department should place on its Off-Highway Vehicle Plan Goals; 5) attitudes about how much priority the Department should place on its Watercraft Plan goals; 6) attitudes about the Department's Land Program; 7) information sources on Arizona wildlife. Study involved 1,500 in-depth telephone interviews with Arizona residents 18 years of age or older. Responsible for all study tasks from design through analysis.

#### **OTHER PROJECTS CONDUCTED BY BRC**

Listed on the following pages are a variety of governmental engagements handled by BRC. Either Bruce Hernandez, Earl de Berge or Jim Haynes was the Project Director on each of these engagements.

- Ē **Arizona Department of Health Services, Office of Substance Abuse and General Mental Health Services**  
Phoenix, Arizona

**CSAT Substance Abuse Treatment Need Assessment Study.** Assisted in methodological design and completion of statewide study on drug and alcohol abuse. Study involved conducting 8,500 telephone interviews with adults in non-reservation households using disproportionate stratified sample of persons 18 or older. Responsible for questionnaire formatting, data collection and data preparation.

- Ē **Arizona Department of Health Services, Office of Substance Abuse and General Mental Health Services**  
Phoenix, Arizona

**Treatment Outcomes & Performance Pilot Studies — TOPPS.** Assisting in methodological design and completion of study on the effectiveness of substance abuse treatment provided by the Arizona Department of Health Services. Study involves conducting telephone and personal interviews with 1,200 individuals involved in short and long-term residential rehabilitation and intensive and less intensive outpatient substance abuse treatment over three points in time: 1) at program intake; 2) one month post-discharge, and; 3) either six or nine months post-discharge. Responsible for questionnaire formatting, data collection and data preparation.

- Ē **Arizona Department of Environmental Quality, Office of Air Quality**  
Phoenix, Arizona

**Metropolitan Phoenix/Tucson Travel Pattern Study.** Design and completion of O & D study to determine travel patterns of Phoenix and Tucson area residents and impact of daylight savings time and selected alternative work schedule programs on traffic patterns. Study involved 2,851 telephone interviews with a representative cross-section of residents 16 years of age or over and 303 telephone interviews with a representative cross-section of employers. Responsible for all study tasks from design through analysis. This study was conducted in less than 45 days.

- Ē **U.S. Public Health Service, Communicable Disease Center**  
Atlanta, Georgia

**Venereal Disease Opinion Survey.** Design and completion of study to determine the extent to which negative attitudes impede the sick from seeking treatment for venereal diseases. Study involved the conducting of personal, highly confidential interviews with the following population segments: (1) general public; (2) physicians in office-based practices; (3) VD clinic patients; and (4) VD clinic personnel. Responsible for all study tasks from design through analysis.

- Ē **Transportation Vision 21 Task Force/Arizona Department of Transportation**  
Phoenix, Arizona
- Arizona Transportation Issues Survey.** Design and completion of study to determine residents': 1) satisfaction with the various components comprising the Arizona transportation system; 2) transportation system spending priorities; 3) willingness to spend additional tax dollars to improve Arizona's transportation; and 4) preferred transportation system funding sources. Study involved 1,200 in-depth telephone interviews conducted with high efficacy Arizona voters. Responsible for all study tasks from design through analysis.
- Ē **Arizona Department of Transportation, Transportation Planning Division**  
Phoenix, Arizona
- Arizona Quality Initiative Survey of Highway Users and Community Leaders.** Design and completion of statewide study to determine the attitudes and opinions of resident and community leaders regarding the state's transportation system. Study involved 2,035 telephone interviews with Arizona residents and 200 telephone interviews with Arizona community leaders. Responsible for all study tasks from design through analysis.
- Ē **Arizona Game and Fish Department**  
Phoenix, Arizona
- Responsive Management Trend Surveys.** Design and completion of studies to monitor Arizona residents' attitudes on wildlife and habitat management issues. Studies involved 1,500 telephone interviews with Arizona residents 18 years of age or older. Responsible for all study tasks from design through analysis. Have also conducted approximately 20 additional studies for Arizona Game and Fish Department since 1992.
- Ē **Arizona Department of Transportation, Transportation Planning Division**  
Phoenix, Arizona
- Statewide Transportation Plan Public Opinion Survey.** Design and completion of statewide study to determine residents' attitudes regarding transportation issues. Study involved 1,423 telephone interviews with adults 18 or over. Responsible for all study tasks from design through analysis.
- Ē **Arizona Office of Tourism**  
Phoenix, Arizona
- An Arizona Perspective On Mexican Travel Beyond The United States Border Zone.** Analysis of 2,000 interview study conducted with residents of Mexico who traveled beyond the 40 kilometer border zone of the United States. Study focused on analyzing the profile and travel patterns of Mexican citizens who visit Arizona.
- Ē **Maricopa Association of Governments, Transportation Policy Committee**  
Phoenix, Arizona
- Maricopa County, Arizona Regional Transportation Plan Survey.** Design and completion of study to determine the attitudes and opinions of residents regarding extending Maricopa County's one-half cent transportation sales tax which expires in 2005. Study addressed following specific issues: 1) transportation spending priorities; 2) awareness of proposition 300's expiration; 3) knowledge of upcoming transportation tax extension election; 4) test votes on transportation tax extension; 5) reasons behind the vote; 6) raising tax to one cent; 7) local versus regional priority; 8) reaction to positioning statements; 9) current and future use of selected travel modes. Study involved 600 in-depth telephone interviews with Maricopa County voters. Responsible for all study tasks from design through analysis.

- Ē **Auditor General's Office, State of Arizona**  
Phoenix, Arizona  
**Arizona Vehicle Emissions Inspection Program Study.** Design and completion of survey to gather input from the general public (automobile owners) and automotive mechanics regarding: (a) the impact the Vehicle Emission Inspection Program has on vehicle repair and maintenance; (b) the quality of emissions-related maintenance and repair work performed by auto mechanics and motorists; and (c) the perception of the Program held by the public and the automobile service industry. Responsible for design, data collection, processing and analysis of 899 interviews with a cross-section of urban Arizona residents, and 200 interviews with auto mechanics in metro Phoenix and Tucson.
- Ē **Arizona Department of Health Services, Division of Disease Prevention**  
Phoenix, Arizona  
**Arizona AIDS Survey.** Design and completion of study to determine residents' attitudes, knowledge and concerns about AIDS. Study involved statewide telephone survey of 530 adults, 18 years of age or older. Responsible for all study tasks from design through analysis.
- Ē **Arizona Outdoor Recreation Coordinating Committee**  
Phoenix, Arizona  
**Arizona Outdoor Recreation Study.** Design and completion of a series of seasonally relevant statewide surveys on resident and visitor recreation behavior and needs assessment. Visitor interviews conducted at approximately 65 tourist attractions throughout Arizona. Responsible for design, data collection, processing and analysis of more than 4,600 interviews conducted over four seasons.
- Ē **Arizona Department of Environmental Quality/Eastern Research Group**  
Phoenix, Arizona  
**Arizona Alternative Compliance and Testing Study Motorist Attitude and Behavior Survey.** Design and completion of study to determine the attitudes and opinions of residents regarding the state's vehicle emission inspection program. The findings of this study provided information to help improve compliance with the current program. This study focused on the following key areas: 1) air pollution as a problem; 2) effectiveness and fairness of Arizona's vehicle emissions test program; 3) steps taken prior to last emissions inspection test; 3) steps taken prior to last emissions inspection test; 4) satisfaction with last emissions inspection test; 5) outcome of last emissions inspection test; 6) procedures followed if last emission inspection test failed; 7) recommended vehicle emissions test program improvements; 8) prevalence of emission inspection test avoidance; 9) used vehicle purchasing and emissions testing patterns; 10) awareness of Malfunction Indicator Lamp (MIL); 11) awareness of On-Board Diagnostic (OBD) test requirement; 12) routine vehicle maintenance pattern. Study involved 803 in-depth telephone interviews conducted with metro Phoenix and Tucson area residents with responsibility for emissions testing their household's motor vehicles. Responsible for all study tasks from design through analysis.
- Ē **Arizona Lottery**  
Phoenix, Arizona  
**Public Opinion Survey.** Design and completion of survey to gather input from the general public as well as players and non-players of Arizona lottery games regarding: (A) attitudes and opinions about lottery games; (B) attitudes regarding purchase decisions, play frequency and other factors impacting level of participation in lottery games; (C) awareness of rules, prizes and other game components; (D) identification of demographic characteristics of players and non-players. Responsible for design, data collection, processing and analysis of 850 interviews with a representative sample of Arizona residents. Project completed within extremely restricted time frame.



- È **Arizona Department of Commerce, Energy Programs Division**  
Phoenix, Arizona  
**Home Energy Management Study.** Design and completion of a comprehensive survey of current and potential home energy management activities among urban homeowners in Arizona. Responsible for design, data collection, processing, and analysis of more than 800 personal, in-home interviews.
- È **Arizona Department of Environmental Quality/Eastern Research Group**  
Phoenix, Arizona  
**Arizona Alternative Compliance and Testing Study OBDII Focus Groups.** Design and completion of focus groups to explore awareness among owners of 1996 and newer model vehicles of the Malfunction Indicator Light (MIL) and the On-Board Diagnostic System (OBDII). Groups were also used to test messages that would motivate drivers of OBDII-equipped vehicles to act on the illumination of the MIL and to determine attitudes toward using the OBDII System as the emissions testing mechanism rather than the traditional tailpipe test. Responsible for all study tasks for design through analysis.
- È **Maricopa Association of Governments, Transportation Planning Office**  
Phoenix, Arizona  
**MAG Urban Planning Area Household Travel Survey.** Design and completion of origin and destination survey involving the interviewing of all persons five years of age or over in 2,850 Maricopa County households. Project used unique telephone-mail-telephone methodology and final data was used to update MAG Transportation Model. Responsible for all study tasks from design through analysis.
- È **City of Phoenix, Public Information Office**  
Phoenix, Arizona  
**Phoenix Residents' Attitude Studies.** Design and completion of community attitude surveys to measure citizens' attitudes regarding services and issues for policy development, program improvement, and resource allocation. Projects involved both focus groups and telephone surveys among 700-2,400 city residents. Responsible for all study tasks from design through analysis.
- È **MetroRoad Project Team**  
Phoenix, Arizona  
**Metro Phoenix High Occupancy Toll (HOT) Lanes Survey.** Design and completion of survey to determine the attitudes and probable use of high occupancy toll lanes among metro Phoenix residents. Study involved 2,614 interviews with residents utilizing a telephone-mail-telephone methodology. Responsible for all study tasks from design through analysis.
- È **City of San Diego, California**  
San Diego, California  
**Service Priority Ranking Survey.** Design and completion of survey to determine residents' attitudes about city service funding priorities. Study involved 2,214 in-depth telephone interviews with representative cross-section of San Diego heads-of-household. Responsible for all study tasks from design through analysis.
- È **Regional Public Transportation Authority**  
Phoenix, Arizona  
**HOV Lane Survey.** Design and completion of two-phased study to monitor residents' attitudes toward, and utilization of, high occupancy vehicle lanes. Study involved 1,000 telephone interviews with licensed drivers in metro Phoenix. Responsible for all study tasks from design through analysis.

- È **City of Phoenix Public Transit Administration**  
Phoenix, Arizona  
**On-Board Bus Study.** Design and completion of an on-board origin and destination survey of the Phoenix transit system. Responsible for design, data collection, processing, and analysis of more than 15,400 interviews. Also completed a series of studies which focused on (a) factors underlying non-ridership of City buses, (b) informational needs to help stimulate bus utilization, (c) analysis of communication effectiveness of fare incentive programs in Phoenix.
- È **Pima Association of Governments**  
Tucson, Arizona  
**Travel Reduction Program Validation Study.** Design and completion of study to determine if the data collected in PAG's Travel Reduction Program (TRP) is or is not representative and predictive of: (a) all major employer employees, and (2) employees of companies not participating in the TRP. Project involved 1,168 telephone interviews with a representative cross-section of both TRP and Non-TRP employees and the statistical analysis of the travel data generated in these data bases versus PAG's TRP data base of nearly 60,000 TRP employees. Responsible for all study tasks from design through analysis.
- È **Maricopa Association of Governments**  
Phoenix, Arizona  
**Metro Phoenix Transportation Study.** Design and completion of study to determine residents' perceptions of a variety of transportation facility needs and derive data regarding the feasibility of selected financing alternatives. Study involved 1,500 in depth telephone interviews with a representative cross-section of residents 18 years or older residing within the MAG Planning Area in addition to four focus groups. Responsible for all study tasks from design through analysis.
- È **City of Scottsdale, Scottsdale Center For The Arts**  
Scottsdale, Arizona  
**Scottsdale Center For The Arts Image and Awareness Study.** Design and completion of community attitude survey to measure valley residents' attitudes and opinions toward Scottsdale Center for the Arts and their involvement in cultural activities. Project involved 630 telephone interviews with "Arts Consumers." Responsible for all study tasks from design through analysis.
- È **Maricopa Association of Governments, Transportation & Planning Office**  
Phoenix, Arizona  
**MAG Major Generator Study.** Design and completion of study to determine travel patterns of Sky Harbor International Airport and Arizona State University visitors. Study involved intercept interviews with 2,000 visitors to each facility (4,000 total). Responsible for all survey tasks from design through data tabulation. Survey conducted as one component of larger project conducted by Barton-Aschman Associates, Inc.
- È **Maricopa Association of Governments**  
Phoenix, Arizona  
**Human Needs Assessment Study.** Design and completion of study to gather pertinent information on the health and behavioral problems of Maricopa County residents. Responsible for design, data collection, processing and analysis of 1,162 in-depth interviews conducted on a personal, in-home basis with respondents.
- È **Maricopa County**  
Phoenix Arizona  
**Maricopa County Employee Survey.** Design and completion of study to determine employees' attitudes about the County and its operation. Study involved a mail survey (optical scan) of 13,900 County employees. Responsible for all study tasks from design through analysis.

- Ē **Maricopa Association of Governments**  
Phoenix, Arizona  
**Metro Phoenix Transportation Needs Focus Groups.** Design and completion of four focus groups among freeway users regarding the feasibility of selected transportation financing alternatives. Responsible for all study tasks including design, recruitment, group moderation and final report.
- Ē **City of Phoenix, Water Department**  
Phoenix, Arizona  
**Water Conservation Focus Groups.** Design and completion of two focus groups with residents who were responsible for paying their household's utility bills. Responsible for all study tasks including design, recruitment, group moderation and final report.
- Ē **University of Arizona, College of Medicine**  
Tucson, Arizona  
**Animal Research Study.** Design and completion of two projects concerning public and voter opinions on medical research using animals obtained from public pounds. The first study involved a sample of 600 Arizona residents and focused on public support and opposition to medical research using animals. The second project focused on a post-election analysis of voters in Sierra Vista, Arizona to determine voting patterns, the impact of media, advertising and campaign organizations regarding a proposed ban on the transfer of pound animals to medical research facilities.
- Ē **City Of Phoenix, Aviation Department**  
Phoenix, Arizona  
**Airport Visitors Survey.** Design and completion of study to determine profile and attitudes of visitors to Sky Harbor International Airport. Study involved 900 intercept interviews with airport visitors over five day period. Responsible for all study tasks from design through analysis.
- Ē **University of Arizona**  
Tucson, Arizona  
**Employee Attitude Survey.** Design and completion of study to determine employees' attitudes about the University and its operation. Study involved a telephone sample of 405 University employees falling into one of four job classifications (faculty, administrators, professionals, staff). Responsible for all study tasks from design through analysis.
- Ē **City of Tucson, City Attorney's Office**  
Tucson, Arizona  
**Residential Electrical Consumption Study.** Design and completion of a residential electric consumption study among Tucson-area consumers to determine electrical consumption patterns among varying consumer classes. Responsible for all aspects of the study, which involved 1,000 personal in-home interviews. BRC personnel presented study findings during a rate hearing case before the Arizona Corporation Commission.
- Ē **City of San Diego**  
San Diego, California  
**Resident Satisfaction Surveys.** Design and completion of community attitude surveys to measure residents': 1) satisfaction with City services; 2) attitudes about quality of life; 3) utilization of City-provided services and facilities; and 4) safety in the City. Studies conducted annually since 1997 and involve 600 telephone interviews with a representative cross-section of San Diego residents. Responsible for all study tasks from design through analysis.

- Ē **City of Goodyear, Public Information Office**  
Goodyear, Arizona  
**Citizen Satisfaction Survey.** Design and completion of survey to measure citizens' attitudes about services and issues for policy development, program improvement and resource allocation. Project involved telephone interviews with 400 city residents. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Police Department**  
Phoenix, Arizona  
**Community Attitude Survey.** Design and completion of survey to measure citizens' attitudes about the Phoenix Police Department, program improvement and resource allocation. Project involved telephone survey among 600 Phoenix residents. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Public Works Department**  
Phoenix, Arizona  
**Solid Waste Customer Survey.** Design and completion of quarterly survey to measure residents' satisfaction with the weekly garbage/recyclable material collection services they receive from the City and its contract service providers. Each quarterly survey is based on 1,200 interviews conducted with Phoenix heads of household who receive city-provided garbage collection service at their residence. Responsible for all study tasks from design through analysis.
- Ē **Arizona Department of Environmental Quality/Eastern Research Group**  
Phoenix, Arizona  
**Arizona Alternative Compliance and Testing Study Suspected Non-Compliance Survey.** Design and completion of study to analyze information about attitudes from motorists whose vehicles recently failed an I/M test and from motorists suspected of avoiding program requirements. The findings of this study are being used to improve compliance with the current program. This study focused on the following key areas: 1) air pollution as a problem; 2) effectiveness of I/M test; 3) recommended I/M program improvements; 4) I/M test failures in past two years; 5) information provided after failing I/M test; 6) steps taken after failing I/M test; 7) prevalence of I/M test avoidance; 8) steps state could take to encourage motorists to properly repair failed vehicles or to fully comply with I/M program; 9) awareness of waiver option and voluntary vehicle retrofit and repair program; 10) perceived likelihood of getting caught for non-compliance. This research component consisted of 809 in-depth telephone interviews conducted with 402 motorists who recently re-registered a vehicle from an I/M to a non-I/M area and 407 motorists who were suspected of operating an unregistered vehicle in an I/M area. Responsible for all study tasks of design through analysis.
- Ē **City of Phoenix, Police Department**  
Phoenix, Arizona  
**Employee Survey.** Design and completion of study commissioned by the Phoenix Police Department Strategic Management Team as a part of the Department's 2004-2006 Policing Plan. This study probed employees on a wide variety of factors which can be classified into the following four basic areas: 1) Vision, Implementation and Change – measures the Department's progress towards changing the culture and climate of the organization; 2) Personal Commitment – measures commitment to the organization, morale and ownership; 3) Leadership – measures the Department's progress towards instituting principles of "Enlightened Leadership" and instituting a new leadership paradigm; 4) Quality of Work Life – measures the work environment for support of employees' physical/ergonomic needs, values in the workplace and workplace setting. Study involved a total of 3,600 surveys distributed to all Officers, Sworn Supervisors, Professional/ Civilian Staff and Professional/Civilian Supervisors in the Department.

- Ē **City of Phoenix**  
Phoenix, Arizona  
**Mountain Preserve Study.** Design and completion of study to determine the public's utilization of and attitudes towards the City's mountain preserves and desert parks. Study consisted of 600 telephone interviews with Phoenix residents and 4,487 intercept interviews with preserve users. Responsible for all study tasks from design through analysis.
- Ē **City of Surprise**  
Surprise, Arizona  
**Parks and Recreation Survey.** Design and completion of study to determine residents' attitudes about parks and recreation facilities in Surprise. Study consisted of 502 telephone interviews with a representation cross-section of Surprise residents. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Water Services Department**  
Phoenix, Arizona  
**Water Supply/Drought Survey.** Design and completion of survey to measure residents' attitudes about water issues facing the city. This study addressed the following issues: 1) concerns about selected water issues; 2) perceptions about current and future water availability; 3) perceptions about current drought; 4) likelihood of city taking steps to reduce water use; 5) impact of the drought on the economy; 6) awareness of drought public information efforts; 7) awareness of governmental steps taken to address drought; 8) importance of city taking selected steps when faced with a drought. Study involved 600 in-depth telephone interviews conducted with a representative cross-section of metro Phoenix residents – 400 Phoenix residents, 200 residents of other areas of the Valley. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Water Department**  
Phoenix, Arizona  
**Water Conservation Focus Groups.** Design and completion of two focus groups with residents who were responsible for paying their household's utility bills. Responsible for all study tasks including design, recruitment, group moderation and final report.
- Ē **City of Phoenix, Human Resource Department**  
Phoenix, Arizona  
**Employee Survey.** Design and completion of study to determine the attitudes and opinions of City employees regarding the City as an employer, their job, their work group, their supervisor, their work environment and City management. Study involved 7,265 self-administered interviews with employees in 74 departments and sub-departments. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Public Works Department**  
Phoenix, Arizona  
**City Recycling Survey.** Design and completion of study to measure residents' home recycling patterns and their attitudes about what steps could be taken by the City to encourage residents to recycle more at home. Study involved 1,203 telephone interviews with Phoenix residents who receive city-provided garbage collection service at their residence. Responsible for all study tasks from design through analysis.

- Ē **City of Phoenix, Neighborhood Services Department**  
Phoenix, Arizona  
**City of Phoenix Neighborhood Preservation Survey.** Design and completion of study to determine the attitudes and opinions of Phoenix residents about the City's efforts in fighting blight and requiring owners to keep up their property. This study focused on the following key areas: 1) evaluation of selected neighborhood problems; 2) evaluation of City's property maintenance efforts; 3) awareness of City's neighborhood ordinance; 4) attitude about effectiveness of City's neighborhood ordinance; 5) prior involvement with City's neighborhood ordinance; 6) satisfaction with City's code enforcement process. Study involved 400 telephone interviews with Phoenix residents. Responsible for all study tasks from design through analysis.
- Ē **City of Pomona**  
Pomona, California  
**Parks and Recreation Study.** Design and completion of study to determine residents' attitudes toward and utilization of City parks and recreational facilities. Study consisted of 600 telephone interviews with residents 18 and older. Responsible for all study tasks from design through analysis.
- Ē **City of Phoenix, Police Department**  
Phoenix, Arizona  
**Phoenix Police Department Member Survey.** Design and completion of study to determine the attitudes and opinions of Phoenix Police Personnel regarding the quality of work life, their personnel commitment, Departmental leadership and organizational structure. Study involved 2,555 self-administered surveys with both sworn and professional department employees. Responsible for questionnaire formatting and data tabulation.
- Ē **Arizona Outdoor Recreation Coordinating Committee**  
Phoenix, Arizona  
**Arizona Outdoor Recreation Study.** Design and completion of a series of seasonally relevant statewide surveys on resident and visitor recreation behavior and needs assessment. Visitor interviews conducted at approximately 65 tourist attractions throughout Arizona. Responsible for design, data collection, processing and analysis of more than 4,600 interviews conducted over four seasons.
- Ē **Jackson Township**  
Jackson Township, Ohio  
**Recreation Study.** Design and completion of study to determine residents' attitudes about and likely utilization of indoor recreation facilities in their community. Study consisted of 400 telephone interviews with Jackson Township voters. Responsible for all study tasks from design through analysis.
- Ē **City of Maumee**  
Maumee, Ohio  
**Recreation Study.** Design and completion of study to determine residents' attitudes about and likely use of indoor recreation facilities in Maumee. Study consisted of 400 telephone interviews with Maumee residents 18 or older. Responsible for all study tasks from design through analysis.



- È **Maricopa Association of Governments**  
Phoenix, Arizona  
**Human Needs Assessment Study.** Design and completion of study to gather pertinent information on the health and behavioral problems of Maricopa County residents. Responsible for design, data collection, processing and analysis of 1,162 in-depth interviews conducted on a personal, in-home basis with respondents.
- È **Maricopa Association of Governments, Transportation Planning Office**  
Phoenix, Arizona  
**MAG Urban Planning Area Household Travel Survey.** Design and completion of origin and destination survey involving the interviewing of all persons five years of age or over in 2,850 Maricopa County households. Project used unique telephone-mail-telephone methodology and final data was used to update MAG Transportation Model. Responsible for all study tasks from design through analysis.
- È **Morris K. Udall Foundation**  
Tucson, Arizona  
**United States/Mexico Border Environmental Health Study.** Design and completion of study to obtain information on attitudes and perception of public health and environmental health in the Arizona/Sonora border. Study involved 800 in-depth, personal interviews conducted with United States and Mexico residents living within 50 miles of The Arizona/ Sonora Border. Responsible for all survey tasks from design through analysis.
- È **Arizona AIDS Foundation**  
Phoenix, Arizona  
**Maricopa County Survey of HIV Positive Population.** Tracking surveys on individuals in Maricopa County who are HIV positive, focusing on the needs of this population in a number of areas such as: counseling, health care, housing, hospice and home care, financial, legal and so on. The surveys have also included components addressing service providers and their problems and needs.
- È **Phoenix CUREs Project**  
Phoenix, Arizona  
**Aggressive Behavior and Violence Focus Groups.** Design and completion of two focus groups with residents who held a neutral stance on physical violence and abortion issues. Responsible for all study tasks including design, recruitment, group moderation and final report.
- È **Arizona Department of Health Services, Division of Disease Prevention**  
Phoenix, Arizona  
**Arizona AIDS Survey.** Design and completion of study to determine residents' attitudes, knowledge and concerns about AIDS. Study involved statewide telephone survey of 530 adults, 18 years of age or older. Responsible for all study tasks from design through analysis.
- È **Phoenix & Valley Of The Sun Convention & Visitors Bureau, Tucson Convention & Visitors Bureau**  
Phoenix, Arizona  
**Urban Arizona Tourism Study.** Design and completion of multi-phased research project to collect input from a varied cross-section of visitors to the metro Phoenix and Tucson markets. Data provides agencies with key strategic planning information for use in their efforts to enhance the Phoenix and Tucson areas as destination travel markets. Studies involve approximately 3,000-6,000 intercept interviews conducted over a 12 month period in two study components: (1) Air Visitor Exit Survey; (2) Attraction Facility Survey. Responsible for all study tasks from design through analysis.

## METHODOLOGY AND APPROACH

Presented on the following pages is a description of how BRC would go about conducting a typical statewide survey for a state agency (the Agency).

### METHODOLOGY

To properly address the Agency's informational needs, BRC will conduct an in-depth telephone interview among a representative cross-section of 1,200 Arizona residents 18 years of age or older. A sample of this size is recommended because it will allow for meaningful analysis by key demographic subgroups (gender, age, area, etc.) Further, a disproportionate, stratified sample is recommended on this project in order to generate sampling errors of not more than +/- 5.0 percent at a 95 percent confidence level within each of the study's three primary geographic subareas.

GEOGRAPHIC SAMPLING AREA	PROPORTIONAL VOTER SAMPLE		DISPROPORTIONATE VOTER SAMPLE	
	NUMBER	ERROR +/-	NUMBER	ERROR +/-
Metro Phoenix (Maricopa County)	707	3.8%	400	5.0%
Metro Tucson (Pima County)	205	7.1	400	5.0
Rural Arizona (Remainder of State)	288	5.9	400	5.0
TOTAL	1,200	2.9	1,200	2.9

Household selection on this project will be accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method will be used because it ensures a randomly selected sample of area households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample. A pre-identification screening process will also be utilized on this project. This computer procedure screens the sample to remove known business and commercial telephone prefixes in addition to disconnects, faxes and computers. This process greatly enhances contacts to residential phones.

This survey will employ a multi-stage sampling process. The first step will stratify the subarea samples according to the current population residing in each area. Telephone households will then be selected within those areas using the RDD methodology. A probability sample developed in this manner will sample proportionately relative to an area's distribution of the population. This strengthens the ability of the sample to be compared with Census data and other demographic information. The final step in the sampling process will be to select the specific commuter household member to be interviewed. This step will be accomplished using a most recent birthday technique, which selects respondents within households based on the commuting household member 18 years old or older with the most recent birthday. This selection method has been demonstrated to be technically superior to other selection methods.

Interviewing on this study will be conducted during an approximately equal cross section of late afternoon, evening and weekend hours. This procedure will be followed to further ensure that all residents are equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to five separate attempts -- on different days and during different times of day -- will be made to contact each selected resident. Only after five unsuccessful attempts will a selected resident be substituted in the



sample. Using this methodology, the full sample will be completed, and partially completed interviews will not be accepted, nor counted toward fulfillment of the total sample quotas.

A variety of methods have proven successful in minimizing initial refusals and converting refusals to affirmatives. BRC has found that certain methods will provide good response rates even on sensitive survey material. Among the measures to ensure a low refusal rate:

- Selective interviewer recruitment and training and ensuring that the same interview staff remains on the project. The use of thoroughly trained interviewers, highly motivated and carefully monitored, will establish good rapport with respondents.
- Strict confidentiality procedures with pre-established interviewer responses to potential questions, such as "How did you get my telephone number?"
- Use of designated "refusal converters" to re-contact subjects who initially turn down the interview opportunity.

All of the interviewing on this project will be conducted at BRC's central location telephone facility located in Phoenix by means of Computer Assisted Telephone Interviewing (CATI). The Behavior Research Center uses the ACS-QUERY CATI system. The CATI system is a computer-controlled interview that uses a tightly-integrated branching pattern to control cueing and display of contingent questions. This system allows for a more relaxed interview environment, while reducing the risks of coding error typically found with hard copy survey instruments. The system also performs internal consistency checks on survey variables and prompts interviewer staff to ask probe questions or clarify answers.

The CATI software maintains a record of call disposition. When a residential contact is established, the interviewer will introduce her/himself and the study, select the appropriate household member, and attempt to complete the interview with the designated resident. If the designated resident is not at home or if the call is at an inconvenient time, the interview will be rescheduled.

As the data collection segment of this study is undertaken, completed and validated interviews will be turned over to BRC's in-house coding department. The coding department will edit and code the interviews. Upon completion of coding a series of validity and logic checks will be run on the data to ensure it is "clean" and representative of the sample universe. Following this procedure, the study data will be "weighted" prior to generating the detailed tables. This process will be necessary to make the final sample geographically representative of the study universe.

<u>GEOGRAPHIC SAMPLING AREA</u>	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Metro Phoenix (Maricopa County)	33.3%	60.6%
Metro Tucson (Pima County)	33.3	16.1
Rural Arizona (Remainder of State)	<u>33.3</u>	<u>23.3</u>
	99.9%	100.0%

All surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study will be approximately +/-2.9 percent for the total state and +/-5.0 percent within each geographic area when the samples are studied in total (i.e., all 1,200 cases or in all 400 cases). However, when subsets of the total samples are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)
1200	2.9%
1000	3.2
800	3.5
600	4.1
400	5.0
200	7.1

Below is a summary of the methodology to be utilized on the study.

#### SUMMARY OF METHODOLOGY

SAMPLE UNIVERSE:	Arizona residents 18 or over
DATA COLLECTION METHODOLOGY:	Computer Assisted Telephone Interviewing (CATI)
SAMPLE SELECTION:	Random Digit Dial
SAMPLE SIZE:	1,200
MARGIN OF ERROR AT 95% CONFIDENCE LEVEL:	+/-2.9%
QUESTIONNAIRE LENGTH:	10 minutes
QUESTIONNAIRE LANGUAGES:	English and Spanish

## **PROJECT WORK PLAN**

Outlined below are the various task BRC will accomplish during the course of this project. All of the services performed during this project will be conducted in-house by BRC staff and no elements will be subcontracted.

### **Task 1.0: Protocol Development**

At the outset of this project, the BRC Project Director will meet with the Agency Study Director to define the necessary protocols and procedures to be followed during the course of this project. It is the intent of BRC to work closely with the Agency throughout the course of this engagement. Prior experience has shown that the development of an open and free-flowing dialogue between the parties involved is one of the key elements in any successful research engagement.

### **Task 2.0: Questionnaire Design**

BRC, in consultation with the Agency will design the survey questionnaire and all other required forms. After BRC has designed the draft questionnaire, it will be submitted to the Agency for review and preliminary approval.

### **Task 3.0: Questionnaire Pre-Test**

Upon preliminary approval of the questionnaire, the survey instrument will be pre-tested with respondents from the sample universe. The pre-test will focus on the value and understandability of the questions, adequacy of response categories, questions for which explanations may be required, and the like. Following this process, any necessary changes will be made in the questionnaire and it will be resubmitted to the Agency for final approval. In addition, a Spanish language version of the questionnaire will be developed.

### **Task 4.0: Sample Design**

BRC will design and draw the survey sample as specified earlier in this section of this proposal.

### **Task 5.0: Preparation of Study Materials and Supplies**

All of the study materials necessary for the successful completion of this project will be produced and/or provided by BRC.

### **Task 6.0: Recruitment and Training of Field Personnel**

The Behavior Research Center maintains an active bilingual (Spanish and English) staff of professional survey research interviewers which completes from 300 to 350 field operations throughout the western hemisphere annually. Once field dates have been finalized, staffing assignments will be made and personnel for this project will be called in for an in-depth briefing on sampling procedures and use of the questionnaire. Each interviewer will complete a set of practice interviews under the scrutiny of a supervisor to assure that all procedures are being fully followed. These are standard operating procedures and are applied to all field personnel.

### **Task 7.0: Data Collection**

BRC will collect the required interviews in the manner specified in the Methodology section of this proposal.

### **Task 8.0: Data Coding and Cleaning**

A full-time, in-house coding staff of trained professionals is maintained by BRC. Our coding supervisor will become involved in this project at this outset and begin formatting the necessary coding manuals once the questionnaire has received final approval. All questionnaires will be edited, coded, and re-checked to ensure their correctness. All of the data cleaning and computer processing on this project will be accomplished in-house utilizing existing BRC computer hardware and software.

### **Task 9.0: Data Processing Plan**

Once all of the survey data has been cleaned, BRC will design a data processing plan for the tabulation of the data. This plan will be submitted to the Agency for review and approval before any detailed computer output is generated.

### **Task 10.0: Data Analysis/Draft Report**

Upon completion of Task 9.0, BRC will prepare a draft report reflecting the stated study objectives.

### **Task 11.0: Final Report Delivery**

Following approval of the draft report, BRC will prepare a final study report reflecting the stated study objectives. This report will contain: 1) an Executive Summary; 2) a review of all the study findings, their implications and our recommendations; 3) complete methodological documentation; 4) the survey questionnaire; and, 5) an annotated computer printout of all data collected in the study.

## **QUALITY CONTROL PLAN**

Behavior Research Center, Inc. has adopted a formal Quality Control Plan to guide the conduct of all projects that the company performs. This plan provides a general framework for the conduct of all studies. Under this plan guidance is provided for the day-to-day conduct of the study, in order to meet the client's needs. Regular client communications and gaining a full understanding of the project requirements are key components of this plan. The following section presents an abridged version of the BRC Quality Control Plan.

### Background

The tools or methods to use in achieving quality are based on the fact that all work is a process. To achieve consistent quality, we need to formalize the work process to help identify the specific outputs (client expectations and desired deliverables), inputs, requirements, and suppliers of the items needed to produce the desired result. Other tools include methods to measure progress, ways to develop and ensure effective teamwork, and procedures to follow in order to analyze and eliminate the root causes of problems that lead to poor quality.

The BRC Quality Control Plan was initiated as a top-down series of actions by senior project staff. Significantly, it must also be a bottom-up process: every participant in the project is encouraged to make a sincere commitment to quality control by initiating personal and professional actions that result in doing work right the first time, every time. We must also find and eliminate problems that prevent a job from being done right the first time.

## Four Absolutes of Quality

The Quality Control Plan relies on four absolutes of quality:

- Conformance to Requirements: Quality is defined as conformance to requirements. Requirements are based on adopted/accepted standards and services desired by our clients. When we know the requirements that need to be met and meet those requirements, we have produced quality work.
- Prevention of Errors: The method for achieving quality is prevention. Keeping errors from happening is more cost-effective than fixing them after they have occurred. Our work processes must support the quality concept of prevention and we must learn to "do it right the first time."
- Zero Defects: The performance standard is zero defects, which is 100 percent conformance to the requirements. We must each maintain, and act on, the attitude that any nonconformance (technical, schedule, budget, etc.) is not acceptable.
- Price of Nonconformance: The measurement of quality is the price to be paid for nonconformance; i.e., the cost of rework. When we meet our requirements the first time, there is no rework because there is no nonconformance. If we add up the costs required for nonconformance, we get a measurement of our progress; this cost decreases as we improve our quality. Our goal is no cost of rework.

## Quality Assurance – Fundamentals

- Initiating the Project: First, know the client's needs and requirements. Meet with the client's project director and others as appropriate to gain a full understanding of expectations, procedures, deliverables, assumptions and standards. Leave nothing to question. This step should be taken before the project contract is signed, if possible; otherwise, immediately afterwards. As the project progresses, frequent communication should continue in order to ensure that there is a full understanding of client requirements.

Second, prepare a detailed plan for producing the needed outputs within the agreed upon schedule and budget. This plan should specify for each task the inputs, outputs, procedures, measures and schedule.

- Maintaining Quality Products: For this project, the quality of project deliverables is assured through a series of steps:
  - First, all documents will be thoroughly checked for accuracy by a member of the project team other than the person who prepared the document. Our staff depth in all technical disciplines for this project allows us to conduct this quality control task.
  - Second, prior to submittal, a quality assurance review will be conducted of all documents by either the project director or another senior member of our staff. This review is performed using a series of checklists that we have prepared for the various types of services that we provide.
  - Third, projects requiring preparation will be reviewed by proofreaders and technical editors for final report editing.

- ***Schedule and Budget Management:*** Project schedule and budget will be closely monitored by the management team using a series of techniques. As the work program is developed by the project director and task leaders, the person-hours (by individual assigned to the project) and deliverable dates may be entered in a scheduling program used by BRC. This program identifies the number of hours required per week by any individual on both a per-task basis and as an aggregate amount for the project. On a biweekly basis, actual time charged to the project may be entered in the program, along with information regarding task completion.

Reports generated indicate adherence to schedule and compare actual hours to budgeted hours. At project staff meetings, computer reports or manually prepared reports will be distributed and discussed. The project director and technical task leaders will then determine revisions to the work program that may be necessary to maintain project schedule and budget.

- ***Client Responsiveness:*** Through the monitoring process identified previously, potential changes of scope or direction can be identified on a biweekly basis. The client project director will be notified of these changes immediately by telephone, followed by written confirmation. The changes also will be identified in the project progress report accompanying invoices, along with the budget implications. On a monthly basis (or other basis agreed upon with the client), a comprehensive status report will be prepared and submitted to the client identifying all levels of task completion, changes in project scope that have occurred, and the budget implications of the changes (if applicable).

The total quality management process described above encourages the entire project team to participate in project leadership and performance as well as the final results. With acceptance of roles by staff, the project director is able to lead or guide the team rather than control it, and focus energy on achieving the project objectives.

### Project Oversight

Each project director is specifically responsible for overseeing and supporting the implementation of the quality process. The project director demonstrates to the project team that quality is a management responsibility and of equal importance to managing a project's cost and schedule.

Each project director is responsible for holding regular team meetings, with the following quality-related issues high on the agenda:

- How well has the project's scope of work been defined and communicated at every level on the project, and is that work being accomplished?
- What is the attitude and extent of understanding required for a successful client/consultant relationship? If deficient, what is being done to improve this understanding?
- Is full and effective use being made of the standard company procedures?
- What is being measured to demonstrate quality performance and what are the results of these measurements?
- Is an appropriate corrective action process being implemented on the project to resolve known problems?



- Are the approaches of the office supporting the needs of the project?
- Are additional processes required to prevent possible errors?
- Are problems, revisions, or solutions adequately communicated to the client?

In summary, all quality control meetings are conducted in a positive team-building way. Discussions regarding existing problems focus on finding ways of improving methods for producing work that conforms to requirements – not on assigning blame. Suggestions for preventing problems from happening are encouraged. The performance of error-free work is promoted, and each member of the team is trained to recognize the individual's role as part of the team in achieving this.

#### Schedule, Time, and Product

Conformance to requirements and doing things right the first time require effective project management. If all BRC team members working on project tasks know their STP – Schedule established to complete the task, Time in person-hours/days budgeted to complete the task, and the Product expected, the study team's overall effectiveness in project management will increase.

Each staff member must know their STP for assigned project tasks. If this is not provided by the project director, the staff member should ask for it. The staff member needs to know the specific STP to do the job effectively.

If the staff member believes that the given STP is unrealistic, this problem should be discussed with the project director so that an agreement can be reached. Part of the agreement is that the staff member will not exceed any of the STP elements without first obtaining the approval of the project director.

Knowing the STP is nothing more than establishing good lines of communication. It begins with the client and the project director and carries through to every last person working on the project. Although oral communication is effective, written STP is always encouraged. The project team's commitment to STP will ensure conformance to requirements, satisfied clients, and improved efficiency.

## COST

Listed below are BRC hourly rates by personnel category. It is understood that any travel under this contract will be billed at state rates and that reimbursables will be billed at cost.

PERSONNEL <u>CATEGORY</u>	HOURLY <u>RATES</u>
Project Director	\$87.50
Project Associates	87.50
Data Processing Manager	50.00
Field Director	50.00
Assistant Field Director	24.00
Editing/Coding Supervisor	30.00
Coding Staff	20.00
Data Entry Staff	20.00
Accounting/Word Processing Staff	50.00
Clerical Staff	20.00
Field/Telephone Interviewers	23.25